

Journal of Media and Social Development

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Social Media and Youth Violence in Nigeria: A Psychosocial Review

Richard A. ABORISADE

Abstract

While the causes of youth violence in Nigeria are multifactorial, extant literature are quite compelling that young people's exposure to social media violence plays an important role in the aetiology of violent behaviour in the country. Drawing from sociological and psychological perspectives, literature on violence and online social media that demonstrated that youth violence which include cyberbullying, gang violence, and self-directed violence increasingly occurs in the online space, were reviewed. To this end, the paper leaned heavily on Bandura's Social Learning Theory in explaining how young people learn to behave aggressively by watching the aggressive behaviour of others over various social media platforms. The review showed that while some forms of online violence are limited to internet-based interactions, others are directly related to face-to-face acts of violence. Central to the purpose of this article is uncovering the real-world consequences of these online events, and making use of this information to design effective prevention and intervention strategies. The paper conclude that electronic youth violence needs to be accorded attention of researchers in the criminal, sociological, psychological, medical, and public health domain. While the author invites sustained interest of researchers in examining the negative effect of social media on developing aggressive behaviour amongst the youths, three fundamentally different strategies that address prevention, intervention and suppression were suggested.

Keywords: Internet, Nigeria, Social learning, Social media, Youth violence

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Introduction

Social media has no doubt attained a highly influential status on the way young people think and behave all over the world (Greenfield, 2014; Lenhart, 2015; Ioannidis, Chamberlain, & Treder, 2016). Recent research are indicative that around 96% of 13-18 year olds make use of social media platforms and almost a quarter of teenagers aged 13-17 are 'almost constantly' checking their social media accounts (Lee & Lee, 2017; McLennan, 2018). Meanwhile, based on the continuing acceleration of technological innovation and the expanding ownership of smartphones amongst young people, it appears unlikely that these trends towards greater use of social media will cease in future years. Consequent upon this context, it is not surprising that online-offline boundaries are becoming increasingly blurred. Experts noted that the media has so propagated and promoted violence that it has made many people feel that crime is everywhere and, therefore, one needs some form of violence for self-defence (Eshiet, 2014; Mengü & Mengü, 2015; Younes, Halawi, & Jabbour, 2016; Shakya & Christakis, 2017).

Empirical studies have indicated that exposure to violence has a negative impact on youth mental health, academic performance, and relationships (Altbacker, Plozer, Darnai, *et al.*, 2016; Calvert, Appelbaum, & Dodge, 2017; Morioka, Itani, & Osaki, 2017). This assertion was established globally as various scholars indicated the daunting effect that social media has over the attitudes and behavioural patterns of the youth across the world (Florea, 2013; Greenfield, 2014; Lenhart, 2015; Lim, Gwak, Park, *et al.*, 2015). For example, in Canada, it was reported that social media has been fueling youth violence as young people who have been victims of crime in Camden are being taunted on platforms such as

Instagram and Snapchat, leading to retaliatory violence by those determined not to “lose face” (McLennan, 2018).

In Nigeria, there has recently been remarkable concern expressed by stakeholders on the effects of social media on behavioural pattern of the youths in the country. For example, in separate interviews conducted by News Agency of Nigeria, some parents in the Federal Capital Territory expressed concern about the negative impact of the social media on their children and the youth (Vanguard, 2017). They described the impact of the social media on teenagers as destructive and harmful to their academics as well as their morals. Recent news has reported various darker sides of use of social media in the country which include cyberbullying, criminal activity, gang violence, and suicide fuelled by social media (Adaja & Ayodele, 2013; Eshiet, 2014; Vanguard, 2017).

In recent times, there have been various newspapers reports in Nigeria of teenagers engaging in violent crimes as a result of their interaction with the social media (Nigeria Monitor, 2017; Vanguard, 2017). Punch Newspaper (2016) reported how a teenager arrested for a robbery in a South-West state caused considerable trepidation in the minds of many. During Police’s interrogation, the young suspect confessed that he got interested in robbery after watching a Yoruba movie on Youtube in which the protagonist was a major armed robber. He said the exploits of the criminal influenced him greatly, and he decided to promptly commence a career in banditry.

On one hand, social media is embedded with the positive potential to further enhance levels of communication between people across the world and the improvement it has brought to human wellbeing is unprecedented and exciting, on the other hand however, the negative derivatives its comes with equally enormous and grave consequences. Whilst this paper is not aimed at challenging the positive potential, it does lay bare a more troubling side to the use of social media. Debate surrounding the impact of social media representations on violence and crime generally, and youth violence specifically has raged for decades and shows no sign of abating. While this paper intends to align with existing literature on this trend, it will advance knowledge by providing sociological and psychological perspectives in examining the effect of social media on youth violence in Nigeria.

Conceptualising Social Media and Violence

According to web content analyst, Ron Jones, he defined social media as “a category of online media where people are talking, participating, sharing, networking, and bookmarking online” (Perren *et al.*, 2012:284). At present, there is an array of social media networks in the world, ranging from social sharing sites such as YouTube, Twitter to LinkedIn and Facebook. However, Facebook is described as the most popular social network in the world (Shakya & Christakis, 2017). It is also one of the two most frequented websites in the entire internet (Altbacker *et al.*, 2016; Ioannidis, Chamberlain, & Treder, 2016). It was reported as the first social networking site that surpassed the landmark of 1 billion user accounts (McLennan, 2018). It routinely trades places with Google as the most visited web service.

The social media that are commonly used in Nigeria include Facebook, WhatsApp, Twitter, LinkedIn, 2go, WeChat, BBM, Yahoo Messenger, among others. They all offer their users with unrestricted access to chat and connect with their friends, relations and other acquaintances. Nigerian youths have massively adopted social networking sites, starting from Facebook and Twitter. The use of social networking sites has been gradually impacting on their lives and daily routines (Cash, Thelmal, Peck, Ferrell, & Bridge, 2013; Patton, et al., 2014; Younes, Halawi, & Jabbour, 2016). There is a growing number of youths that acquire mobile phones with internet facilities to enable them to connect to social networking sites to chat with their friends, family and relations at all corners of the globe. Before the

deregulation of the Nigerian telecommunication sector in 1999, fewer Nigerians had access to computers while the lack of sufficient technological infrastructure such as the Internet and mobile phones constrained communication within the society (Eshiet, 2014). However, with the deregulation of the telecommunication sector, social network spread like wide fire in Nigeria. Today, all classes of Nigerians, have unlimited access to the social media.

On the part of violence, Florea (2013) described it as been an indispensable part of human life and asserts that either as children or adults, violence is witnessed by all frequently in different forms. Mengü and Mengü (2015: 212) defined violence as "a way of action ... based on the power- physically and materially to hurt other creatures or to be harmed." They also extended its meaning to "the exertion of physical force so as to injure or abuse" or "injury by ... distortion, infringement, or profanation." It refers to killing, destroying, doing intentional harm, robbing, expelling as the five basic forms. Out of the five basic forms, killing stands out as the most extreme limit of violence. In totality, violence refers to both the use of physical force intended to bring about destruction, injury or harm and also the exhibition of unjustified, wrongful and illicit actions meant to daunt and dismay. It does not matter if we are children or adults, we might be the "aggressors, victims or witnesses of an aggression" (p.214). It is indeed a truism that in the modern world, any incidence might easily trigger deep-rooted aggression as a consequence of economic, political, or social reasons.

Theoretical Consideration

In his social learning theory, Bandura (1971) stated that people in their everyday lives continually observe the actions of others and the occasions on which they are rewarded, punished or ignored (p.46). This theory was inspired from the idea of modelling behaviour as a way of learning how to behave. Imitation, modelling and observational learning are considered important ways in which social context learning takes place. Generally, proponents of social learning theory put forward the argument that individuals are capable of learning by modelling the behaviour of others as well as the outcomes of the observed behaviours. According to social learning theory, even in the absence of behavioural change, learning can still take place and imprints the individual with a modified norm. Researchers who studied social learning theory have however posited that learning can also occur through observation, but may or may not be reflected as a behavioural change (Ormrod, 1999). The theory further suggests that there is a role of reasoning relevant to the process of learning and that expectations and awareness of possible punishment or reinforcement may have an effect on the final decision of an individual.

According to the theory, people learn to behave aggressively by watching the aggressive behaviour of others (Bandura, 2002). This is particularly true when those others are rewarded for their aggressive behaviour. Several types of learning occur. One can learn specific ways to harm someone, including novel use of initially innocuous items. One can also learn what types of situations call for aggression. And of course one also learn a host of related attitudes and beliefs concerning aggression, many of which may be objectively incorrect but which influence the media violence consumer's perceptions and actions in the real world. Social learning theory is one of the few theories that lean on both sociological and psychological traditions in explaining the process of modelling attitudes and behaviours of others. This theory can certainly explain some types of media violence effects, because media such as television, films, and video games all provide opportunities for people to view the behaviour of others and often depict rewards for that behaviour.

In respect of the mass media, Bandura (1986) postulated that an influential source of social learning at any age is the abundant and varied symbolic modelling provided by television and other visual

or media (p.70). Although much social learning is fostered through observation of real-life models, advances of communication have increased reliance upon symbolic models (Bandura, 1971:2). The advent of social media has introduced a new dimension to modelling of other people's behaviour. Youths are exposed to the lifestyles of more people over the social media and they are vulnerable to being influenced by people that they interact with on different platforms. Gerbner (2002), through his work with the Cultural Indicators Project, investigated the various symbolic models upon which television viewers rely. The Cultural Indicators Project, which began examining the images of broadcast television programming in 1967, conducts both content analysis and cultivation analysis (Signorielli, Gerbner, & Morgan, 1995) on this- artificial reality that makes TV violence so popular. Cultivation analysis, specifically, inquiries into the assumptions television foster about the facts, norms, and values of society (Gerbner & Gross, 1976).

Social Media and Violence

In more ways than one, social media has been integrated into the lives of millions of people. Either it is being used to bridge friendship, stay informed or express oneself, it offers everyone unique ways of staying connected to the world. However, just as it has positive potentials, the darker side of social media are quite prevalent and daunting.

It is noteworthy to state that harmful social media use rarely stays in cyberspace. More often than not, the ramification spill into the real world and what at first seems like an unprovoked event is illuminated by a review of the social media activity that preceded it. The most common types of youth violence perpetrated and facilitated by the social media include cyber bullying/victimisation, harassment, electronic dating aggression/cyber-stalking, gang violence, peer-to-peer violence including school shootings and cyber-suicide (Patton, Eschmann, & Butler, 2013: 549). In recent times, there is a new phenomenon that is referred to as 'internet banging' which is reported by media outlets across the world. Internet banging is an act in which individuals involved in gangs or neighbourhood factions use social media sites such as Facebook, Twitter and YouTube to incite dares, trade insults or make threats of violence which may result in homicide or victimisation (Patton et al., 2013: 549). These examples clearly indicate the extremities of the internet abuses.

Though there is limited research that points out that an increased number of hours on social media directly correlates with aggressive behaviour, there is however literature that links certain types of internet use to increased aggressive behaviour. For example, there might be contributions from the quality of online exposure as Lee & Lee (2017) asserted that youths who perpetrated serious crimes are significantly more likely to have viewed violent online content. Moreover, just as it is similar to the way that media coverage of suicide can act as a contagion for "copycat" suicides (Alao, Soderberg, Pohl, & Alao, 2006), evidence also abounds that some mass killings may be influenced by other violent acts in the immediate past (Patton, et al., 2014). In the present times, the internet now offers unfettered access of images to real-life violence, for example, recent videos of murders and gang violence uploaded to Facebook Live, overall exposure to, and potential for, copycat violence may be increased.

According to McLennan (2018), teens that spend hours "liking" their friends' pictures on social networking sites may be significantly more likely to have other traits associated with violent behaviour aside from their internet habits. The characterisation of the population of adolescents with problematic internet use (PIU) and to examine comorbidities has been the goal of a large body of research (Lim *et al.*, 2015). Alcohol use and depressive symptoms both predict violent behaviour in adolescents, and these factors have also been positively correlated with internet use. Perhaps, it is not surprising based on the

neuroimaging findings that point out that brain structural abnormalities in reward circuitry in adolescents with PIU, adolescent PIU is connected with higher levels of alcohol use. This association has been found both in cross-sectional analyses, as well as in a longitudinal study in which internet overuse corresponded with heavy alcohol use by early adulthood.

The quantity of time used over the internet has also been identified as a contributory factor for violent behaviour. There are studies that have connected problematic internet use (PIU) or internet addiction (IA) to increased aggressive behaviours, perhaps as a result of similar neurobiology between the two conditions. PIU and IA are usually broadly defined as internet use that is not controllable, markedly distressing, time-consuming or that leads to social, financial or occupational difficulties. A study of over 2000 Korean high school students found a nearly two-fold increase in aggression in severely internet-addicted youth over mildly internet-addicted youths, and similar findings have been replicated in other adolescent studies (Menesini *et al.*, 2012). There are other measures that have equally shown correlation between aggressive behaviour and internet-addiction (Ioannidis, Chamberlain, & Treder, 2016). Students of high schools in America who met criteria for PIU were significantly more likely to have been in physical fights than those that were in a non-PIU cohort.

Though it has been quite contentious, there is growing evidence that pathologic internet use may positively correlate with depressive disorders, and even “normal” everyday scrolling of the Facebook may have long-term consequences (Lenhart, 2015). Recent longitudinal studies have discovered that the use of Facebook is predictive of a decline in subjective wellbeing (Greenfield, 2014; McLennan, 2018), and similar associations have been delineated between depressed mood and overall social network use, as well as with online chatting. Added to this, while PIU can be conceptualised as an addiction, it has also been characterised as an impulse control disorder. There have been suggestions by several studies that a high degree of overlap between PIU characteristics and impulsivity, depression, aggression, and even increased substance use that may support the idea that adolescents who spend countless hours online may become more violent than they would be if they spent less or no time online (Ioannidis, Chamberlain, & Treder, 2016; Lee & Lee, 2017).

Social Media and Typologies of Youth Violence in Nigeria

Social media have provided an open arena where the youths are free to exchange ideas on various violent acts. The advent of social media technologies in Nigeria has seen to the manifestation of both positive and negative realities. Just as obtainable in other climes, Nigeria youths are exposed to various types of violent behaviours and victimisation as a result of the rapidly growing rate of social media in the country.

Cyberbullying/Victimisation

This is perceived as the first major category of social media-involved youth violence. Also referred to as electronic bullying, cyberbullying is generally defined as a type of bullying that involves the use of online or computer-mediated communication, such as Twitter, Facebook, instant messaging, or text messaging (Smith *et al.*, 2008; Menesini *et al.*, 2012). Examples of cyberbullying include sending threatening or insulting messages, disclosing personal information, spreading rumours, excluding others during online communication, or displaying embarrassing pictures (Perren *et al.*, 2012; Van Laer, 2014). Although there appears to be a significant conceptual overlap between cyber-bullying and face-to-face bullying (Cross *et al.*, 2009; Dooley *et al.*, 2009), cyberbullying is different from traditional bullying based on the fact that humiliating text or visual materials sent to social media can be made permanent

and made available to a larger number of people (Heirman & Walrave, 2008). Moreover, whereas physical bullying is generally characterised by physical dominance, a physical advantage is not necessary in cyberbullying; perpetrators can instead dominate a victim through knowledge of social media usage, anonymity, and the victim's limited possibilities of defence and few options of escape (Perren et al., 2012).

Reports vary widely as to what percentage of adolescents have been exposed to cyberbullying, presumably because of a lack of consistency in the way the term is operationalised by researchers. There have been widespread reports of Nigerian youths engaging in cyberbullying to subdue their victims (Okoiye, Nwoga, & Onah, 2015). Studies conducted by Aborisade and Fayemi (2013) on barriers to rape reporting by university female students revealed that rapists often engage in threats of posting the videos of the rape act online as a way of intimidating the victims into nondisclosure of the rape incidence. Meanwhile, there have been incidences of such posting of nude pictures and videos of male and female victims as retaliation for relationship breakdown. Similarly, Eshiet (2014), found that approximately 20% of Nigerian youths had indicated being a victim of cyber-bullying at some point in their lives. Electronic technology also enables adolescents to hide their identities by posting or sending messages anonymously, by using a false name, or by taking up the on-screen identity of someone else.

Gender-based Violence

This type of violence is described as any harm that is perpetrated against a person's will and that has a negative impact on the physical or psychological health, development, and identity of the person. Violence is a means of control and oppression that can include emotional, economic force or social, pressure or coercion, as well as physical assault or threatening someone with a weapon; it can also be covert, in the form of intimidation, threats, persecution, deception or other forms of psychological or social pressure. Minerson, Cardo, Dinner, and Jones (2011), posited that the person who is the target of this kind of violence is compelled to act against his/her will out of fear. In its various forms, gender-based violence is endemic in communities around the world. The perpetration of the crime is done across religion, class, age, race and so on. Meanwhile, the revolution in information communication technology in present times has further presented perpetrators with new avenues of expressing gender-based violence.

Though there is perceived prevalence of gender-based violence in Nigeria, it is nevertheless underreported as a result of social stigma, shame, and other socio-cultural factors that inhibit women from discussing incidence of violence (Aborisade & Fayemi, 2013). However, the social media frequently report cases of violence perpetrated against women and girls by family members, religious leaders, friends, and so on, when such cases are brought to the open. Recently, there have been widespread reports of cases of gender-based violence perpetrated by acquaintances and friends that are met through social media. Such violence includes theft, rape, sexual assault, kidnapping and murder. For example, Cynthia Osokogwu, a 25 year old postgraduate student of Nasarawa State University, a daughter of a retired Nigerian Army General and a business woman was murdered on July 22, 2013 in a hotel by friends she met through a social network site (facebook) (Vanguard, 2012). Echezona Nwabufor (33years) and his cousin Ezekiel Eloka (23years) (both undergraduates of Nigerian Universities) lured Cynthia from her base in Nassarawa State to Lagos, for the purpose of stealing her money. Cynthia owned a fashion boutique and was engaged in frequent travels abroad to purchase goods for sales. Her friends aware of this information through their Facebook interactions wanted to steal her money but ended up killing her as attested to by their confessions.

Similarly, Vanguard Newspaper (2012) reported the case of Arthur Obiora, a 26 year old

unemployed graduate of Igbinedion University Okada and the Centennial College, Ontario, Canada, who pushed down his Facebook lover Nkiruka Akabuogu, from a multi-storey building over a disagreement on sex. Obiora met 21 year old Nkiruka Akabuogu, a Linguistics student of the University of Lagos, on Facebook (barely a week earlier) and invited her to go clubbing with him. From the club, they moved to Obiora's house, where Obiora demanded for sex. On Nkiruka's refusal, he tore her dress and thereafter pushed her down from the third floor of the storey building. Nkiruka fell unconscious and sustained multiple injuries, including a fractured pelvis.

These cases and many more that have been reported on the news are indicative of the fact that social media orchestrated violence perpetrated by the youths are prevalent in Nigeria.

Gang Violence

The presence of urban street gangs on social media is a relatively new area of research. Criminologists have, in the last five years, investigated how and why gang members use social media (Decker & Pyrooz, 2011; Pyrooz, Decker, & Moule, 2013; Ranney & Daya, 2013). The presence of gangs on social media has been described as a form of cyberbullying, but the real-world violence precipitated by gang-related online threats or communications points to the possibility that it may be an entirely different phenomenon. In Nigeria, there have been a number of reports street gangs and cult groups engaging in cyberbullying to drive home their supremacy over rival gangs in the same area. In particular, News Line (2017) reported the cyber activities of a particular street gang known as 'Surulere Boys' who were threatening some rival groups over the Facebook and claiming supremacy in the control of the entire Surulere area. The group was mentioning names of targeted members of the rival groups until their Facebook accounts were blocked following series of reports against them and their online activities. Similarly, it is common knowledge that some street groups harvest information about their targets from their social media accounts and activities in order to determine their vulnerability and decide when to attack them. Though there is a dearth of empirical studies that have explored the ways urban gangs use social media to facilitate violence and crime in Nigeria, there are however considerable newspaper reports that have exposed the various ways gangs use social media to determine which crime to commit, their target, when to strike among others.

Empirical studies have asserted that gangs spend a significant amount of time surfing the Internet, particularly social media sites (Decker & Pyrooz, 2011; Lenhart, 2015). However, gang member use of the internet and access to the internet is remarkably lower than overall Nigerian youth internet usage. While researchers have not settled on a term to describe this phenomenon, recent work uses phrases such as "cyberbanging" a term often used by the police and "Internet banging" (Patton, Eschmann, & Butler, 2013), to describe this unique form of computer-mediated communication. Gangs engage in a couple of online activities that include but not limited to watching videos, posting videos, announcing activities, making fun of a recent conquest or victimization of rival groups or individuals, inciting dares, displaying weapons, and discussing and displaying illegal and other substances (Decker and Pyrooz, 2011, Patton et al., 2013).

Cyber-Suicide

This is a self-directed form of youth violence. It is defined in different ways but generally, cyber suicide is known to indicate individuals using the internet to communicate suicidal ideation (Alao, Soderberg, Pohl & Alao, 2006). Few research studies have examined how frequently or why youth discuss suicide on social media sites. In a study that examined adolescent suicide statements on Myspace, Cash et al. (2013) reviewed 1038 Myspace posts that were collected from publicly available profiles.

The researchers downloaded account profiles with the use of algorithm which downloaded over 40,000 profiled. There were inclusion and exclusion of final comments based on the following criteria “had a public profile; did not self-identify as a musician, comedian or movie maker; had received less than 4000 comments. Findings from this study revealed that youth communicated suicidal thoughts in direct response to negative experiences with personal relationships, substance use, a complicated mental health status which may include thoughts of various methods of suicide. The researchers theorise in this preliminary work that youth expressing suicidal thoughts online may be seeking resources and support as they cope with challenging experiences in their daily life. They also expressed that there are concern that social media can create a space for youth to learn about ways of committing suicide and others who have done so, and that online engagement with a prior suicide may even motivate them to replicate the event, a phenomenon referred to as the *Werther effect*.

There is no gainsaying about the fact that the rate of suicide and suicide ideation among the youth in Nigeria has been on the increase in recent times. Studies have pointed out that the overbearing effect of social media on the youths is gradually reducing the traditional protective factors (e.g., strong kinship networks, cohesion within groups and cultural affiliations, role of the elderly, strong sense of religiosity and spirituality). These factors that acts as social support systems that inhibits decision to commit suicide have been weakened because of greater influence that social media has on the youths (Atilola & Ayinde, 2015; Adewuya, Ola, Coker, *et al.*, 2016; Oladele & Oladele, 2016). There is now a growing penchant among the youths for taking their lives for reasons as mundane as a quarrel with a sibling, loss of a game by a fan’s favourite team among others (Animashaun & Animashaun, 2016). Ruder *et al.* (2011) made use of a case study to theorise about the ways in which youths use Facebook for the discussion of suicide. They found that youth indeed post suicide statements on Facebook, and in response, individuals with whom they network attempt to prevent the potential suicide attempt. The researchers point toward the opportunity to use Facebook as a tool for suicide prevention. More research is however needed to drive a comprehensive understanding of how and why youth communicate suicidal thoughts through social media.

Conclusion

A considerable number of studies examined the potential effects of violent social media exposure on the youth. The rapid growth of social media activities confirms their entrant into mainstream culture and integration into the daily lives of adolescents. This review, drawing from psychological and sociological perspectives, has examined the links between young people’s use of social media and serious youth violence. Without mincing words, it is evident that electronic youth violence needs to be accorded attention of researchers in the criminal, sociological, psychological, medical, and public health domain. Certainly, there is a dearth of literature on the impact of social media on the youth in Nigeria. This apparent apathy by indigenous researchers needs to be addressed as the negative effect of social media on developing aggressive behaviour amongst the youths cannot be overemphasised. Intervening on the challenges identified by young people’s use of social media and its connection with serious youth violence is indeed a daunting task. Online technology is providing young people with unprecedented tools of communication. Whilst this is raising exciting opportunities, it is also creating serious risks and challenges that we are failing to tackle.

Social Learning theory emphasises the importance of observing and modelling the behaviours, attitudes, and emotional reactions of others. Since the youths are highly vulnerable to being influenced by their peer groups and significant others, their attitudes and behavioural patterns stands to be altered

by their contacts on social media. The amount of violence on social media in the present times is enormous. Meanwhile the youths spend so many hours every day surfing the internet and watching these scenes of gore. Violence becomes their reality. Meanwhile, many youths find it difficult to distinguish between reality and fantasy. This makes violence 'normal' for them. The discussion of a number of incidences of social media-mediated youth violence in this review is a manifestation of this trend.

At this crucial point, the relevant question to ask is, where do we go from here? In providing answer to this question, it is useful to separate three fundamentally different strategies: prevention, intervention and suppression. Different groups and organisations will express interest and commitment to each of these strategies. It is however relevant that the stakeholders should not disregard them as competing against one another. Rather, it should be realised that none of these strategies will be effective in isolation. As a result, they ought to be considered as complementary strands of activity that all share the common goal of tackling the connection between the behaviour of young people online and serious incidences of violence on- and offline.

Prevention: it is germane that adults get themselves more involved with young people in the use of social media, and where possible, cohabit these spaces so that they contain a degree of adult oversight. There is usually limited knowledge and understanding of the social media apps that young people currently use expressed by parents, guardians and professionals, not to talk about how young people's use of them is connected to their attitudes and behaviour in real life. It is therefore imperative for adult close associates of the youths to get more interested in these modern communication channels.

Intervention: policy and practice in Nigeria around social media intervention strategies is practically non-existent. Countries like the UK and USA have put in place such policies that offer effective use of social media by outreach youth workers in pre-empting and preventing serious incidents of face-to-face violence between young people. In such countries, youth workers make use of social media platforms to pick up early warning signs of increased tension between high-risk individuals and groups. Youth workers thereafter work on this information by making attempt to reduce the heat between young people and groups anytime there seems to be an imminent occurrence of real-life violence. It is desirable for such initiative to be adopted in Nigeria to foster quick and effective intervention as a way of reducing the negative effects of social media on the youth to its barest minimum.

Suppression: the suppression of social media effects on youth violence should bother on the role of the police in enforcing and monitoring content uploaded on social media platforms. However, this is a sensitive issue that stands to infringe on fundamental rights to privacy. Therefore, a blanket surveillance of activity on social media platforms would be both unnecessary and undesirable. However, a complete lack of oversight by the police or any other responsible adults will continue to contribute to the willingness of young people to upload the type of content. There must certainly be a compromise between these two extremes that would enable the police to selectively identify most serious incidents of criminal behaviour being broadcast and shared over social media platforms. In addition, it is proper for social media providers to always remove content that goes against their own community guidelines, for example, content that appear to be violent or contains threats.

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Radio & Social Media Content Integrations - Perceived Effects on Listeners: An Indian Perspective

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Abstract

This study examined the perceived effects of radio and social media content integration in an Asian context. Radio, popularly known as the traditional aural medium quickly adapted itself to the changes brought in by the social media revolution. The arrival of audio sources like Sound Cloud, Spotify etc. has further enhanced the listening experience on social media and other on-line platforms with provisions for instant feedback and reach. Content Integration is rapidly gaining importance as an alternative method of revenue generation in FM radio stations around the world. Sales messages are camouflaged into the jock talk without the listener even realizing that it carries an element of advertising. Studies related to audience reception analysis in Radio studies are common while empirical studies pertaining specifically to content is still an under-studied area. Adopting a qualitative research technique, this paper employing the focus group method attempted to understand and analyze social media content integrations on FM radio stations in India and its effects on listeners.

Key Words: Content Integrations, Radio and Social Media, Invisible, Visible traditional Medium.

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Introduction

FM radio stations which were earlier dependent on direct ad spots as the only source of revenue generation are now expanding to activations and social media content integrations. Social Media Content Integrations are rapidly gaining importance as an alternative method of revenue generation in FM radio stations around the world. Content Integrations can be defined as those show property's where the message of the client is integrated seamlessly into the show content. It can also be direct or indirect references to brands along with the jock talk. Content Integrations can also be integrated along with music which is popularly known as "song tagging" in FM radio stations.

Social Media Content Integrations in radio shows seem to be a regular feature on prime-time slots. FM radio stations market content integrations as an effective and efficient way to reach the target group of the clients. Content Integrations mostly attack the listener at a subliminal level.

Sales messages are camouflaged into the jock talk without the listener even realizing that it carries an advertising element. Studies related to Audience reception analysis in Radio studies are common while empirical studies pertaining specifically to content is still an under-studied area. This paper attempts to analyze radio social media content integrations on FM radio stations in India and its effects on listeners.

The advent of social media has altered the traditional modes of radio broadcast in ways unimaginable. The traditional medium of radio has been termed as "a pioneer in embracing new ways of connecting with its audiences". (Hendy 2000, Rhoads 1993 as cited in Zelenkauskaitė, 2015) The erstwhile top-down approach gave way to the bottom-up approach where the listeners could respond and initiate conversations about radio shows on social media instantaneously. Historically, radio had its own limitations due to "technological constraints", like the listeners were unable to use their own radio set

“to provide their feedback through two-way interaction”. (Zelenkauskaitė, 2015) With the arrival of digital media, the levels of participation increased manifold and the listeners were able to participate in real time radio and social media integrations.

Radio stations which were previously engaged with the social media only for brand promotions extended to engaging the listeners with content integrations, special contests and also creation of fan pages for on-air talents. The traditional radio's social media integration has not only helped the stations but also the listeners. Radio listeners are “*no longer alone and invisible*”. (Bonini, 2015) Social media integrations provide them with “*a variety of social circles*”. (Bonini, 2015). Marwick, (2013) observes that the listeners of radio shows on social media get exposed to various marketing strategies like “*micro-celebrity, life streaming and self-branding- a strategy of success in which one thinks of oneself as a brand and uses social media to promote it, through creating, presenting and maintaining it.*”

The social media content integrations have also evolved into a mechanism of audience measurement for many radio stations. The responses to specific radio shows could be traced easily. The qualitative measurement of listeners in terms of their responses to radio shows could also be easily gauged. “*Listeners are not only numbers; their feelings, opinions and reputations are traceable and measureable*” (Kozinets, 2010).

Rainie and Wellman, (2012) observed that listeners that are connected to radio shows on social media are empowered to “*project their voices to more extended audiences*”.

Ferguson et al., 2011 examined the manner in which radio stations in the US use the social media platform, Twitter. Findings of the study revealed that there was only a weak correlation between the stations' average quarter hour share and the number of followers of the stations twitter handle. Music stations had more promotional tweets while news stations provided more news items for their audience.

The study further notes that radio stations have more readily accepted and adopted the use of the Internet. It was found that music stations are finding more followers with promotional tweets. News stations build their following on Twitter with tweets that update news items to their audience. It can be argued that the radio has much greater potential to increase its use of Twitter to reach existing and potential audiences that are more mobile than television viewers.

Lestari et al., 2017 focused on how the usage of social media by teenage –segmented private commercial radio supported Public Relations activities. The target sample chosen was aware about the social media functions in their radio stations. Communication using social media internally and externally has resulted in escalating interactions with listeners, users and even with the internal staff of the radio station.

The findings of the study revealed that most radio stations use Twitter more than Facebook. Social Media has become a functional tool to support sales, marketing and public relations programmes in addition to on-air and off-air programmes.

Bonini, 2014 focused on the changes the radio listening public have undergone since society started to use social media, in particular Facebook and the change in the publicness of public. The paper also noted how the speaker to listener relationship and the listener-to-listener one has been affected. Before social media, there was no guarantee of the response as it was through post. But with the invention of mobile phones, e-mail, internet streaming, blogs and social media the communication flow has been reversed, re-establishing a balance in favor of the public. With social networking sites there is a paradigmatic change in the relation between radio and its audience.

(Zelenkauskaitė and Simoes, 2014) examined the radio social media integrations on social media platforms like Facebook, Twitter and Google+. The findings revealed that Facebook was the most

preferred social media platform for radio listeners “indicating socio-technical differences in their adoption by radio stations” and on the other hand “technical constraints of content access”.

Jenkins, (2006) in his research notes that participation in digital media space also empowers audience members to be “co-creators” and it gives rise to a “prosumer culture”. While the audience members are engaging with the social media content integrations by initiating discussions on show topics they also contribute in creating content for the radio station.

Carpentier, (2007) through his Access, Interaction and Participation model, proposed different levels of audience interaction. He distinguished between production and reception and noted four levels of progression in participation. The first level pertains to access, the second level refers access and ability to receive content, the third level concerns itself with interaction and the fourth level deals with participation. The levels from 1-3 discuss the various dynamics of power relations and co-creation. The fourth level gives a critical view of participation, wherein he differentiates between the right to create or engage with the content and the choices given to the listeners in decision making.

While most of the studies glorify the idea of radio and social media content integrations there are some studies which also warns us as about some underlying problems.

Zelenkauskaitė, (2015) in her study on Radio Audience interaction emphasizes upon the “*diverse needs that listeners have across platforms*”. The study revealed that the listeners interact with other listeners irrespective of the programme on-air time and with the “absence of unified access to all platforms as a way to interact with radio content”, the author warns that such social media integrations may lead to “isolated islands of space” which in turn may “segregate users rather than uniting them”.

Bonini, (2015) observes that listener participation in social media “can be a source of exploitation” and also supports the “Marxist criticism of exploitation of content generated by networked publics”.

Jedrzejewski and Oliveira, (2015) note that radio acts as a “space” for different kinds of listeners to come together to exchange their views, ideas and opinions. Listeners while talking to radio hosts do not just have a conversation with the hosts but “listeners actually talk to each other, feeding into a sense of community”. The authors also emphasize that the relationship between the radio producers and listeners are “intimate” which “contributes to the feeling of belonging to a group”.

Castells, (2001) observes that communities of listeners can be strengthened with social media as it simplifies the process of their interpersonal communication.

Based on a literature survey, the researcher framed the following objectives for this study.

Objectives

To examine the nature of listener engagement on radio social media content integrations.

To understand the attitude of listeners towards radio social media content integrations.

Research Questions

Do listeners prefer listening to radio shows on social media?

What kind of audio sources do the listeners prefer to tune-in for radio social media content integrations?

What gratifications do they seek while listening to radio social media content integrations?

Do listeners prefer the invisible traditional radio medium over the visible radio social medium?

Methodology

The study using the Qualitative approach, examined the nature of radio listeners on social media. The motivations of radio listeners for participating in radio shows through social media were analyzed in this study. Using purposive sampling technique, the respondents were selected. The sample for the study consisted of young adults belonging to the age group of 19-25. The respondents selected were graduate and postgraduate students. The focus group method was used to collect the data. The focus group respondents were selected on the basis of the following criteria:

The respondents had to be listeners / followers of radio social media pages.

The respondents should've interacted with show hosts on the radio social media page at least once.

Two separate focus group sessions were conducted. Each focus group session comprised of 8 participants and it lasted for almost an hour. The moderator initiated the focus group discussions and the responses of the participants were documented. The focus group discussion started with the moderator explaining about radio and social media content integrations. The pros and cons of radio on social media platforms were discussed. No rewards or credits of any form were given to any of the participants. The respondents participated in Focus Group Discussions out of their own free will by responding to the researcher's call. The responses were then analyzed qualitatively.

Data Analysis

Do listeners prefer listening to radio shows on social media?

A majority of the respondents prefer listening to radio shows on social media as they feel that it gives them the liberty to tune in and at the same time interact with their favorite on-air personalities. They also feel that on social media they could also read the theme of the social fabric when they tune in anytime and then participate. Respondents feel that "at times it becomes convenient to construct their thoughts and send messages through social media rather than being live on-air on phone". A majority of respondents were excited and thrilled with the idea of radio content integrations on social media citing that they do not have to wait for their call to be connected to request for their favourite songs. They would just have to type in their favourite song on the social media page and the show personalities simply play their favourite numbers. While the respondents expressed their preference, they also pointed out that whether it is social media content integrations or traditional radio shows, they would listen to it only if the content is relevant. However, one respondent felt that respondent is "cautious about the data pack". Therefore, respondent would first prefer reading the text and then listening to the audio based on the duration. But the respondent says that "she would rather prefer listening to it on their website or on their radio apps."

A majority of the respondents feel that one can reach out to a larger group on social media than radio stations. However one respondent feels that radio has better reach than an online medium. She says that she is not sure if most people who listen to radio are on social media. "Demographic matters" – for instance, someone who listens to the radio in a teashop in a remote village may not be on social media – his only access therefore be the radio itself.

A majority of respondents feel that interaction on social media is easier as you can express your

feelings—“like” or share the post/audio. She says, “I want my opinion to be there but I don’t want to be heard.” However one respondent prefers to call on air on radio over typing a comment on social media. She says that her comments might get lost amongst the many conversations. A majority of respondents feel that there is a lot of excitement when you talk to the RJ over the phone but when you type it out you might miss out on that excitement. However, one says that the advantage on typing is that you have enough time to think and write the comments and if you don’t like it you can delete or edit it. Few respondents felt that they become conscious when they speak over phone and hence they prefer radio social media content integrations.

What kind of audio sources do the listeners prefer to tune into for radio social media content integrations?

A majority of the respondents were aware of audio sources including Sound Cloud, Planet radiocity.com and Mirchi.com. However they were not aware of Audio Boom.

What gratifications do they seek while listening to radio social media content integrations?

Few respondents do point out that human connection is lost when one is messaging on Facebook. They noted that it could be anyone who is sending a reply to the comments posted. However, a majority of respondents opine that RJs do take time and effort to reply to comments and suggestions – perhaps not to everyone but at least to a few people.

A respondent says that she consumes social media visually or for reading articles. “I don’t click an audio unless I know for sure what it is,” she says. Another respondent says “we are used to consuming content visually but in a few years’ time things could change, like the preference of podcast.”

In terms of contests, most respondents said that participating in contests online (on social media) is easier and convenient as everyone is connected to social media. Respondents highlighted that in traditional media you have to keep calling, sometimes the lines might not connect and you tend to then give up. However on social media you can just post or update or tag. A respondent felt that one of the benefits is that a person can avoid making a fool of themselves over calls to radio stations (live shows with RJ), especially when everyone is listening. On social media your post gets covered among many posts (from various contestants) and also you can easily Google for answers. Respondents felt that peer group participation is also evident on social media. When a friend is tagged in a contest or when he/she shares the photos or posts them, they are likely to reach out to many to gain support from fellow friends.

Respondents feel that promos online wouldn’t motivate them to go back online and listen to the audio. However, a majority of respondents felt that they would go back and listen if the gifts are interesting (like the gold coins). A majority of respondents felt that gifts, vouchers and free movie tickets etc, are a real motivation for them to tune in to radio shows on social media.

With reference to brand integrations on social media radio shows, a majority of the respondents did not attach much importance or interest in sales messages on social media radio shows. Respondent observed that only if the jingle/promo/teaser is catchy it stays in your head. However another respondent says that it is irritating to hear brand names in between songs. “The essence of the songs is lost,” she says. A Respondent also pointed out that listening to same brand name again and again is irritating. Almost all respondents agreed to this. One respondent reacted very strongly saying that “It brings hatred towards the product. The next time I see the product I might tear it apart,” he says.

Do listeners prefer the invisible traditional radio medium over the visible radio social medium?

A majority of respondents had mixed feelings when it comes to preference for the visible social medium. They would still prefer the invisible traditional medium. Some prefer the anonymity it offers. They prefer the anonymity for on-air talents as well as themselves as show participants. They reveal that with the profiles of the participants going on line, the anonymity factor is lost.

Respondents observed that the charm of the medium is the voice, if the mystery can be maintained then the charm is maintained. Respondents felt that it doesn't matter to them "what RJ looks like the voice persona matters". However, one respondent says that physical appearance adds more charm to the interaction. "It is very important to know the RJ so the interaction becomes more personal". Another respondent noted that "it is the RJ's freedom or the station's prerogative to decide if they want to them to be known publicly or not".

Respondents feel that there is some perception about RJs being good looking which is judged based on their voices—this is because voice is the main element that is attractive.

A majority of respondents felt that as compared to social media there is low interaction on Radio channels. They felt that a listener will have to "call and wait for the response, they might even put you on hold. And there will be a lot of people trying to call the station thereby jamming the lines. However, on social media you can interact with the RJ". A Respondent however says that she has a play list on her phone and she would prefer listening to it rather than listening to the radio unless they come up with something interesting.

Conclusion

The study examined the radio social media integrations and the listener's attitude towards such content integrations among the age group of 19-25. This particular age group was selected based on the understanding that they are pro-active users of social media. Radio, generally known for its invisibility or anonymity factor is shedding its veil with the help of social media integrations by becoming more visible in terms of uploading most of its content on social media. The study reveals that majority of the listeners have accepted the social media content integrations and are impressed with the idea of listening to radio shows on social media. Social media lets the listeners to stay in touch with on-air talents anytime which otherwise was dependent on how lucky they got in terms of call connectivity. The findings of the study also point to the increasing presence of brand integrations which seems to be a major deterrent for the pleasure of listening. Traditionally, the radio is known for building a community of anonymous listeners where they meet, share and greet on air and dedicate songs to each other. The findings of the study reveal that the social media has further enhanced this concept of community building of listeners. The "theatre of the mind concept" of radio is diminishing gradually with radio and social media integrations where the identity of the on-air talents are too often exposed. The old world charm of knowing your on-air talent only through his or her voice and imagining his appearance according to the listener's whims and fancies is becoming a thing of the past. One may argue that eventually the decision of the identity exposure of the on-air talent should be left to their choice. Considering the nature of the aural medium and its magical properties it would only be appropriate to conclude that radio should never attempt to evolve itself into a hybrid visual radio medium whereby its uniqueness of anonymity, topicality and the theatre of the mind would be at stake.

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Understanding of Television Viewership and Revenue Share: A Comparative Study on Kannada News Channels

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Abstract

Past one decade Kannada news and infotainment space have seen a major transformation when Kannada 24X7 news channels entered into the TV scenario and the same phenomena of news channel launch have changed the news scenario and media market strategy in Karnataka. While the state is still witnessing the launch of new news channels almost every year, the truth is that most of them are bleeding in terms of profitability and are trying their best to economize their operations as well as create new ways of revenue generation. Due to the overflow of news channels, the viewership has been unsettling comparatively at every moment. While this paper will elaborate how viewership is been shaped in different channels and at a different period. The paper also will analyze on increasing and decrease of viewership and revenue growth in the duration of two benchmark years of TV i.e. 2015 and 2017.

Key Words: Viewership, Media, Market, News Channels

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Preamble

This research was conducted in order to understand the rapidly changing media market in India. It is a particular attempt at unearthing the various factors at play in contemporary television news scenario of Karnataka. With several new players entering the market every year, the Kannada news channels have transformed from basic news reading to competitive progressive news broadcast stations. While the competitiveness in TV news channels will be equally explored in this research paper. Efforts will also be made to comprehend the viewership patterns across the top Kannada news channels in Karnataka in different years.

Introduction

Television (TV) industry has an inspiring past and has been considered as the greatest and most significant inventions of the 20th century. It also plays an imperative role in disseminating culture, information's and values due to its easy accessibility and availability and brought the world closer together. Television has experienced innovation in technology, consumption, regulatory frameworks and industry structure, both historically and globally. As an industry it has experienced convergence with other media platforms as a media product, television programs have developed from passive viewing to a more interactive experience. From its inception Television has been used as a powerful medium for various purposes such as broadcasting information, entertainment, imparting knowledge, educating and also shaping public relations.

When audiovisual medium entered the media scenario, it transformed the way people processed information. The normal process of reading carefully and listening with care was replaced by the audio being compensated with the visual supporting it and people being able to take in the information without having to be vigilant. Also, it increased the conviction levels by a larger margin, as people tend to lean

towards the facts that they have witnessed. The visuals played the role of evidence in the news that is being broadcasted. When this happened it was easier for people to relate to the news being broadcasted. The mere idea of people being able to watch the events happening all over the world live, was enough to make them intrigued and fascinated, and that is why television took the media scene by a storm the moment it came into existence.

But now, the initial excitement has faded for a long while and people have gotten used to the medium. With the excitement gone from the scene, people have become more selective about which channel they watch on a daily basis. The fact that people are not consistent in their choice of the channel makes it tough for the TV channels to have a good strength of daily viewers. Very fewer viewers are loyal to a single channel when it comes to 'first come first serve' kind of stiff competition going on in the market today. In the race of being well informed in today's fast-growing capitalist society, people prefer watching a news immediately as it happens and it is for this reason viewers skip from one channel to another in order to find the newest and the biggest happening. The whole tradition of switching the remote from one channel to another in search of breaking news has led the news channels to believe that people are more likely to watch a channel that has a big news to broadcast every day. To, have a big news every day is not plausible and hence, in order to pull the audiences news channels today have started to sensationalize each and every piece of news they come across. Sensationalize and exaggeration has today become a better part of many daily news channels and it has led many critics and researchers to point out the fact that the news that is being served to us is not objective.

Past one decade news and infotainment space has seen a major transformation. There have been some changes in the number of channels as the total number of News channels has gone up to 397 and the General Entertainment channel has been reduced to 489 and more are in the process of open according to Information and broadcast ministry.

Today the Television is not just a media but also a major revenue source for Country. The total TV advertising market is estimated to have grown at 14 percent in 2014 to Rs.155 billion. Going forward, TV advertising in India is expected to grow at a CAGR of 19 percent to reach Rs.299 billion by 2019. In 2017 Kannada TV market has drawn to Rs. 600cr total in 2017.

Review of Literature

A lot of research has been carried out to understand the behavioral pattern of TV viewers in India. Most of the research papers were based on particular or target audience like children and family viewership pattern as Indian TV viewership is considered to be a family centered activity. Mira Aghi (1987) she started writing with systematical research on "Television and the Indian Child" the book mainly remained on "family activity" under parental surveillance and shadow. According to the study children prefer to watch television programmes in their mother tongue and sometime in another language taught in the school.

Buckingham (1996) & Livingstone (2002) stated that many parents often see media, particularly for young children, as an important educational tool that can assist children's intellectual development. Television is perceived as a means of passing time, passive pleasure and recreation by adults (Agrawal 1997, Mathiyalagan 1995). E R. Kanwal Gurleen & Dr. Sukhmani (2011) found in their study which highlights the various reasons for Indian youth to watch television as the generation of knowledge and learning, medium of relaxation and to pass time. The post liberalization era in India has been marked not only by the rise of a qualified form of youth culture in the context of music television broadcasters such as MTV and Channel V but also by a broader shift in television content that journalist Amrita Shah

(1997) characterized as a move from “worshipping senility” to “worshipping juvenility.” The globalization of Indian television audiences since the rise of satellite television broadcasting has been marked by the rise of a music television culture that is neither anti-elder in its youth appeal nor anti-national in its global outlook. (Vamsee Juluri, 2002). According to a study done by Vijayalakshmi (2005), young male viewers of television showed a greater degree of preference for western music than young female viewers.

Authenticity, a prime feature of news that is to be upheld by every piece of information to ever be disseminated publicly, ironically, objective reporting synonymous with genuineness is on the losing side in today’s media scenario. Naresh Rao and Dr. B.K Ravi (2015) in their paper Audience Perception of the credibility of local news channels assert that “in the quest for eyeballs and TRPs, the local channels have been feeding viewers with a diet of gossip, crime, sleaze, stings and low-brow humor”. The researchers have questioned the credibility of the Kannada news channels today because of their persistence with the competitiveness and the lack of objective reporting.

One reason for the stiff competition is the Television audience measurement systems such as, TRP ratings, TV News channels in order to have a higher TRP, a result of larger viewership, the channels tend to lean more towards slightly skewed tactics to secure the desired audience attention. Researcher from London School of Economics and Political Science, Agnes Estivals (2000) in her paper a statistical analysis of television audience measurement systems and their implications state that Tam systems have been accused by public lobbyists and intelligentsia in Europe to be responsible for the decrease in quality of the television output.

On the contrary, the rating systems have also led to the increase in the quality of the news content being broadcasted. In her research paper Television in Odisha, Dr. Mrinal Chatterjee (date) support the fact that the rating system has indeed led to increasing in the TV content being produced but the researcher also points out that the quality has come down simultaneously. But keeping the quality issue apart the regional channels do generate a huge revenue for the media industry in their respective states and the country as a whole, D.Gokulnath and Deepa Nair (2016) in their research article TV viewership pattern in Tamil Nadu point out the fact that regional markets are a key revenue driver for the national broadcasters and that there is scope for expansion in terms of variety in the regional channels in South India. While, in the contest of news channel viewership and revenue share research has very few especially in developing and underdeveloped countries.

Methodology

The study has been conducted with the help of secondary sources of data which is taken from Television Audience Measurement (TAM data in 2015) and Broadcasting Audience Research Council (BARC data in 2017). For understanding two year viewership and revenue share of news channels we went through 2015 and 2017 data. Whereby, in each year selected one-month viewership rates and two months revenue of the news channels. While, in 2015 we selected March month viewership data for understanding the opening year viewers and revenue generated, As well, in 2017 used September and October Months data to comparatively understand the last month changes of viewership and revenue of news channels. The data which we were used for the research that don year wise analyses, program wise analyses and again comparative analyses with two-year programs and revenues or market share of news channels.

Objective

- To understand the rapidly changing Television Viewership in Karnataka.
- To elaborate viewership in different channels and in a different period
- To compare the viewership patterns across the top Kannada news channels in Karnataka.
- To evaluate the viewership as well as revenue changes in TV news Channels.

Kannada News Channels

There have been 14 private News channels disseminating the news in Karnataka. In which, Udaya News is the first Kannada news channel was launched in 1994, but it was closed recently due to low TRP. While TV 9 owned by Ravi Prakash of Sneha Television Network in 2006 opened a new chapter in the field of Kannada news channels with its aggressive journalism. Kasturi News 24 owned by Anita Kumaraswamy (wife of former CM H D Kumaraswamy) entered the field in 2007. Suvarna News 24X7 owned by MP and businessman Rajeev Chandrashekar came in 2008 followed by Samaya TV owned by Industries Minister Murugesh Nirani in 2010. Janashree entered the already crowded scene in 2011 and is owned by Gali Janardhana Reddy.

Table-1 Kannada News Channels List with their started date

SI No	News Channels	Started Year	SI No	News Channels	Started Year
1	Udaya News	1994 (Now Closed)	11	Praja TV	2017
2	TV9 Kannada	2006	12	Digvijaya News	2017
3	Kasthuri News 24	2007	13	TV5	2017
4	Suvarna News	2007	14	Suddi T V	2017
5	Samaya TV	2010	15	Focus T V	2018
6	Janashree	2011	16	News one	2018
7	Public TV	2012	17	First News	2018
8	ETV News	2014	18	News X Kannada	2018
9	BTV News	2014	20	tv1 news 24/7	2018
10	Raj Kannada News	2014	21	Swaraj Express Kannada	2018

The next year (2012) the known reporter and former newspaper editor H R Ranganath has started a new news channel in the name of Public TV. In 2014, frequently 3 news channels were launched namely E TV News, Btv News and Raj Kannada News. In 2017 there were 4 news channels have started the working frequency, which was namely Paja TV, TV5, Digvijaya, suddi TV and significantly in 2018, current year around seven 24x7 news channels have launched and start their voice towards Kannada People.

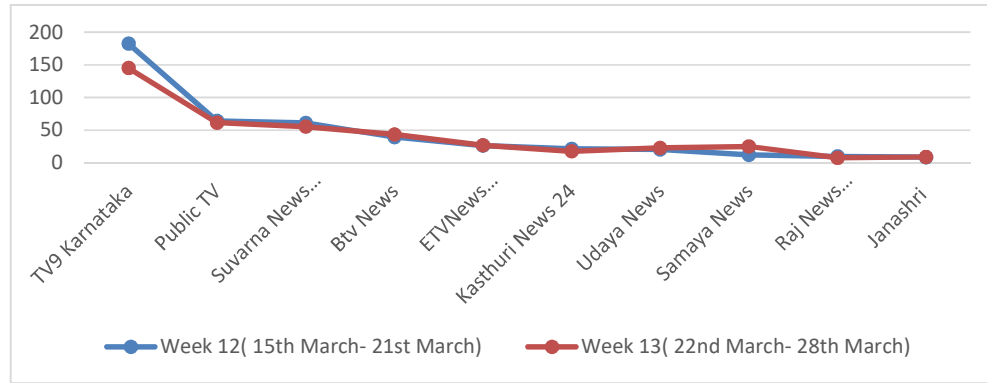
Viewership data analyses

Table-2 Kannada News Channels GRP 2015

Channel Name	Week 12 (15th March- 21st March)	Week 13(22nd March- 28th March)
TV9 Karnataka	182.58	145.15
Public TV	64.28	61.63
Suvarna News 24x7	61.12	55.65
Btv News	39.5	43.5
ETVNews Kannada	26.68	26.74
Kasthuri News 24	21.32	17.72
Udaya News	20.52	22.67
Samaya News	11.99	25.11
Raj News Kannada	9.69	7.46
Janashri	8.74	8.79

Source: TAM

Figure-1 Kannada News Channels GRP 2015

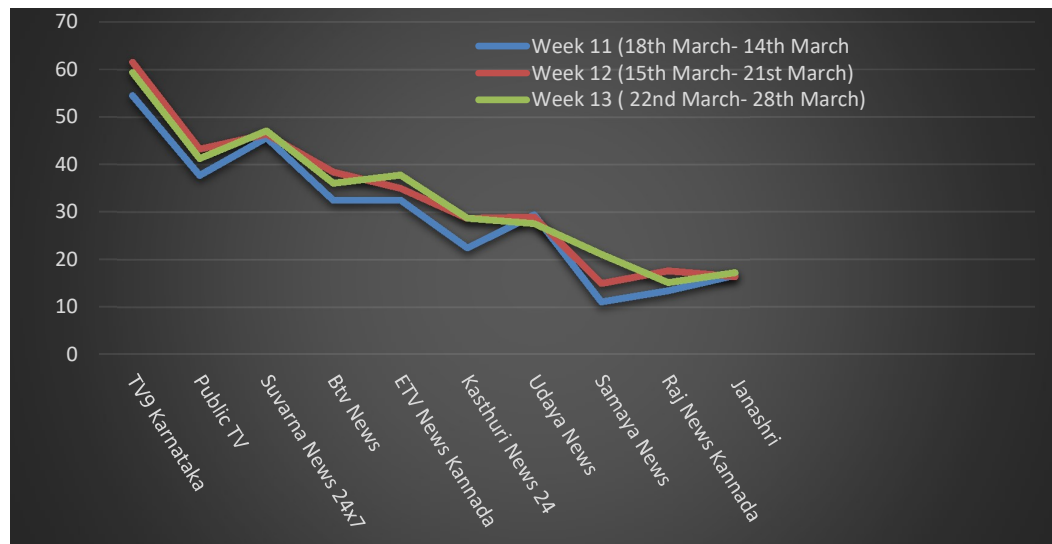


The above figure showed that Tv9 Karnataka was the leading news channel in terms of television rating points, channel GRP is the summation of half an hour TVRs for an entire week. Having a GRP in week 12th 182.55 and in week 13th GRP was 145, both the weeks Tv9 led the regional news market in 2015, followed by Public TV and Suvarna News, both with GRPs of above 50 in both weeks followed by 64.28, 61.63 and 61.12, 55.65. As like BTV news, Kasturi News, Udaya News, Samaya News, Raj News Kannada and Janashri got low GRP according to TAM analysis in Week of 12 and 13 on 2015.

Table-3 Kannada News Channel Audience Reach in 2015 %

Sl.No	Channel Name	Week 11 (18th March-14th March)	Week 12 (15th March- 21st March)	Week 13 (22nd March- 28th March)
01	TV9 Karnataka	54.59	61.6	59.42
02	Public TV	37.81	43.32	41.35
03	Suvarna News 24x7	45.69	46.46	47.15
04	Btv News	32.53	38.51	36.15
05	ETV News Kannada	32.58	35.06	37.85
06	Kasthuri News 24	22.54	28.73	28.79
07	Udaya News	29.47	29.07	27.68
08	Samaya News	11.18	15.05	21.2
09	Raj News Kannada	13.54	17.72	15.23
10	Janashri	16.78	16.51	17.33

Source: TAM

Figure-3 Kannada News Channel Audience Reach in 2015 %

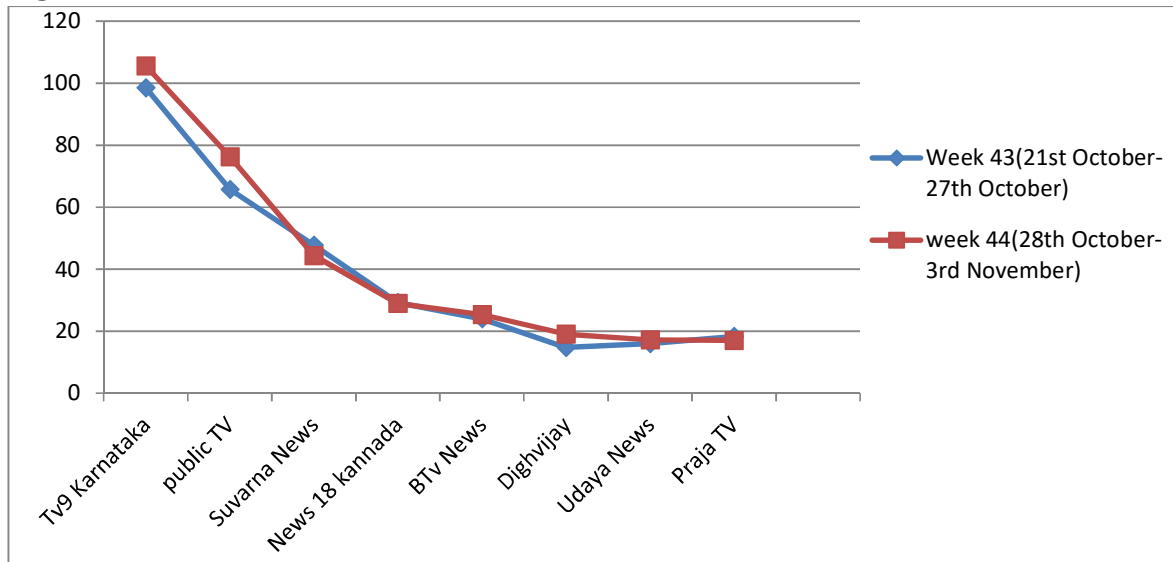
While percentage analysis, Tv9 having a reach of above 50 percent throughout 3 weeks from week 11 to 13 of 2015, Suvarna news having an audience reach of above 40 percent and Public TV maintaining their audiences reach constantly above 40 percent, these same channels with higher GRPs are also channels with a higher reach in the regional market. The rest of the channel has placed in below the 40 percent and Janashri has placed at the last level.

The main reason these three channels i.e., Tv9, Suvarna and Public TV have higher ratings because of the content in their shows, people relate to stories that are connected to the realities they believe in and these channels did cover all major and minor issues in the state.

Table-4 GRPs of Kannada News Channels for week 43 and 44 2017

Sl.No	Name of Channel	Week 43 GRP in (21st October-27 th October)	Week 44 GRP in (28 th October-3rd November)
01	Tv9 Karnataka	98.52	105.56
02	public TV	65.67	76.27
03	Suvarna News	47.77	44.34
04	News 18 Kannada	29.2	28.99
05	BTV News	24	25.34
06	Dighvijay	14.79	19.06
07	Udaya News	16.04	17.2
08	Praja TV	18.23	17.04

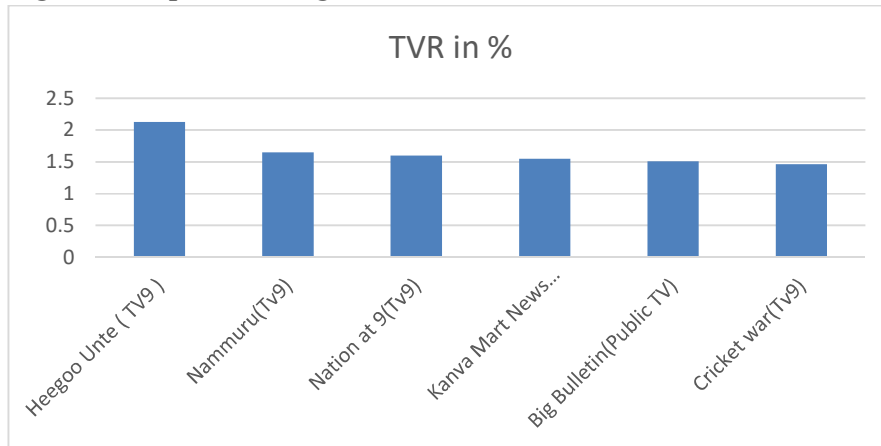
Source: BARC

Figure- 4, GRPs of Kannada News Channels for week 43 and 44 2017

The above figure shows that Tv9 Karnataka was the leading news channel in 2017, in terms of television rating points, channel GRP was the summation of the week. Having a GRP in the week of 43 was 98.52 and in the week of 44 was 105.56, both the weeks Tv9 led the regional news market in the same year, followed by Public TV GRPs of above 60 in both weeks followed by 65.67, 76.27 but Suvarna News GRP has declined to 44.77 and 44.34 in the week of 43 and 44 compare to 2015. As like BTV news, Digvijaya, Udaya News and Praja tv witnessed low GRP according to BARC analysis in Week of 43 and 44 in the year of 2017.

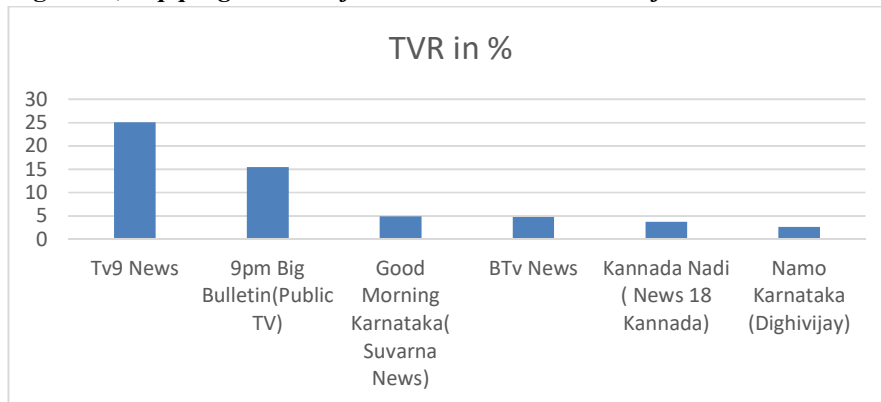
Table-5 Top rated Programmes of Kannada News channels in the 13th week of 2015

Sl.No	Name of show and channel	TVR in %
01	Heegoo Unte (TV9)	2.13
02	Nammuru(Tv9)	1.65
03	Nation at 9(Tv9)	1.6
04	Kanva Mart News 90(Tv9)	1.55
05	Big Bulletin(Public TV)	1.51
06	Cricket war(Tv9)	1.46

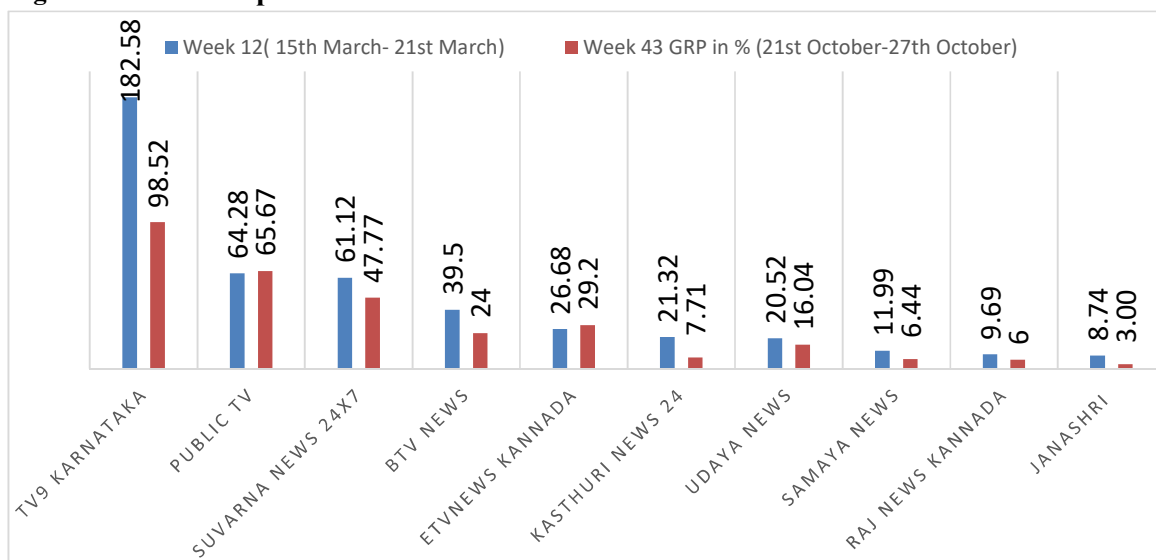
*Source: TAM***Figure- 4 Top rated Programmes of Kannada News channels in the 13th week of 2015****Table-6 Top programmes of Kannada News Channels from 28th October to 3rd November 2017**

Name of show and channel	TVR in %
Tv9 News	25.05
9pm Big Bulletin(Public TV)	15.53
Good Morning Karnataka(Suvarna News)	4.92
BTv News	4.82
Kannada Nadi (News 18 Kannada)	3.77
Namo Karnataka (Dighivijay)	2.69

Source: BARC

Figure- 5, Top programmes of Kannada News Channels from 28th October to 3rd November 2017

The figure which mentioned above is elaborating the top six programs in various Kannada news channels and where the evidence of the same fact. In 2015 the top five programmes had four of Tv9 shows such as Heegoo Unte, Nammuru, and the nation at 9 but when you look at the 2017 week 44 top programmes there is a vast difference. The top five programmes in the week of October 28th to November 3rd doesn't have a single channel with one show in it and the top programmes do not necessarily have top-rated channels either. This further proves the point of how people have become more selective. Tv9 is still the leading news channel in Karnataka according to the most recent BARC report. But it has lost their program viewership and other channels have attracted.

Figure- 6 GRP Comparison of 2015 and 2017

The above figure has described that the 2015 and 2017 viewership sharing in different news channels with an example of one week GRP in each year. In both 2015 and 2017 TV9 Kannada has maintained first place but it has loosed their more viewership in 2017. While, Public TV has maintained the same viewers with no loss and no gain. As well as, Suvarna News lost their audience in 2017.

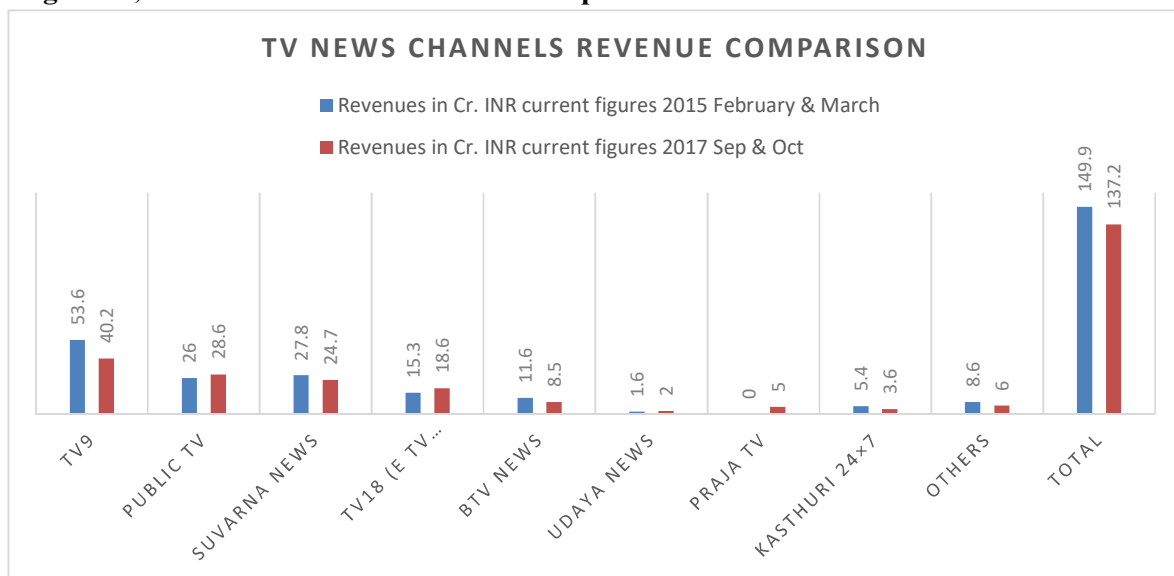
Table-7 Revenues in Cr. INR in September & October 2017

Revenues in Cr. INR current figures						
Channel	Avg 8 weeks GRP's	Corp rev & DAVP	Retail /SME /Gov rev	Slot	Others	Total
TV9	111	24	8.4	1.8	6	40.2
Public TV	69	17.4	6.6	3.6	1	28.6
Suvarna news	42	15.4	4.8	3	1.5	24.7
News18 Kannada	31	10	4.8	1.8	2	18.6
BTV news	26	2	3.6	2.4	0.5	8.5
Udaya news	18	1.1	0.4	0.5	0	2
Praja TV	14	1	1.8	1.8	0.4	5
Kasthuri 24x7	10	0.5	1.2	1.7	0.2	3.6
Others	41	1	2	2.5	0.5	6
Total	362	71.4	33.6	19.1	12.1	137.2

Source: GV Krishnamurthy Media Analyst BARC

Kannada news draws between Rs. 130cr -140cr, which was 22% of total revenues in Kannada TV market in the duration of 8 weeks of 2017. The corporate sector contributes 70 cr while the retail, SME, and government add up to 35cr, slots and others like teleshopping, health was 30 crores.

The tv9 Kannada has grabbed 40 crore revenue among the Kannada news channel market share. Followed by Public TV has second highest which taken Rs.28.6cr, Suvarna News Rs.24.7cr. Bothe Public TV and Suvarna News have got more revenue in slot ads than the tv9 Kannada. While, E TV News share was Rs.18.6 cr, in which more revenue from corporate commercials ads. Followed by Btv 8.5cr, Udaya News 2 cr, Praja TV 5 cr, Kasturi 24X7 3.6 cr and others have 6 cr.

Figure- 7, TV News Channels Revenue Comparison in Between 2015-17

Kannada news channels draw between Rs.149.9 Cr in 2015 and Rs. 137 in 2015 and 2017, which is 25 to 22% of total revenues in total Kannada TV market. As well Tv9 has highest revenue share for two years but in 2017 which was decline significantly. The table describing that the Tv9 Kannada news

channel has grabbed around 53 crores in two-week revenue share in 2015 and it has kept their place in top one also in 2017. But, in 2017 which revenue has declined from 53 to 40 crore concededly and tv9 lost 13 crores comparatively. Following, the public TV and Suvarna news have also fallen their revenue but the ratio is less. While Etv news had a positive growth in their revenue which rose of 18.6 from 15.3 crores. Accordingly, other news channels like Btv news, Udaya News, Kasturi 24X7 and others were lost their marketing share from 2015 to 2017. Overall in 2017 news channels have loosed around 12 crores their revenue compares to 2015.

Hereby the table summarizing that rest of Etv news the other news channels have significantly lost their revenue share. Due to viewership distraction the revenue of the news channels has been declined.

Findings

- In terms of viewership, Tv9 has been rated as number one by the television audience measurement system in both years.
- But data has shown that from 2015 to 2017 Tv9 has seen the decrease and lost their audience significantly and GRP has gone down from three digit to two digits and it is happened in also revenue generation. also from 2015 to 2017 Tv9 has seen quite a decrease in the GRPs, shows that were among top 5 in 2015 are no longer on the list.
- Also, Suvarna News, Btv, Kasturi News, Udaya News Raj News Kannada and Janashree news have been lost their audience as well as their Revenue collection.
- But Public TV and Etv News have similarly kept their viewers and revenue as like before year.
- The data described that the Kannada news channels have significantly lost their audience as well as their revenue comparatively. The growing competition and the increasing number of news channels in the Kannada News market have led to over cogitative ness many channels actually lose their viewership. Many channels such as Praja TV, could be seen in top 10 during the last week of October and the first week of November 2017, this channel was far from top 10 in 2015. It is the result of the same competition that has led many channels loses their positions as top channels. The way a news channel handles the competition is very crucial to how the channel is going to fare in the growing market of news channels.
- The viewers have been taken another diversion from news scenario, even during the existing and lancing new news channels.

Conclusion and Suggestions

From 2015 to 2017 we have observed that many channels who were among the top rated channels have lost their positions to other channels which are actually many fresh entrants than them. Also after studying the data on top rated News shows in 2015 to top rated shows in 2017, we can come to a clear conclusion that several shows have lost their credibility and have failed to keep the audience interested. It can also be understood that the audience has become very discriminatory in terms of news shows because of the variety and the fact that many shows do not have relevant issues to broadcast. The mere fact that in the 2017 top shows there is no single channel which has two of their shows in the list demonstrates that people today have become extremely skeptical of the news shows

and hence, become non-consistent in terms of channel preference and show choices.

The study suggested that the news channels must remain consistent in their quality in order to maintain a good viewership and to increase the viewership or survive the competitive market innovative changes in the news delivery, content generation, and proper audience feedback system is required. An audience poll or feedback on the shows can help the channels understand the target audience better and create more audience-friendly shows in the future. Also, the TV news channels might be understood importance and value of news while disseminating to common people.

The study raises some question which why the viewership have been distracted and people are ignoring the news content on television even during lunching of news channels. According to information and broadcasting minister, day by day the total number of tv sets and viewership have been rising comparatively. But, Kannada news channels have lost their audience. Hence, the study has to make root to conduct another study with the audience to know the reason that why could people are starting ignore news channels.

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Mass Media and Corporate Communication Media: Access and Usage in Karnataka

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Abstract

The technological advancements and communication revolution has resulted in the majority of people across the developed and developing nations accessing information through mass media. Organisations use corporate communication to project a positive image in the eyes of its stakeholders. The success of any organization depends on its corporate communication strategies. Corporate communication professionals use diverse tools and approaches via corporate communication media to achieve the goals and objectives of their organisation. The purpose of the study was to find out which mass media is extensively used; different types of corporate communication media accessed and which corporate communication media is extensively used by the people in Karnataka. Also, a comparison was made among the selected districts in Karnataka to understand which district is better exposed to mass media and corporate communication media. The data were collected from 600 respondents across Karnataka from 4 districts namely - Bengaluru, Mysuru, Kalaburagi and Dharwad. The study found that among the mass media, the newspaper was more prominent and among the various corporate communication media, corporate information from social media was more extensively used. The district wise analysis showed that Mysuru district was better exposed to mass media and Kalaburagi was better exposed to corporate communication media in Karnataka.

Keywords: *Corporate communication, Karnataka, Bengaluru, Mysuru, Kalaburagi, Dharwad, mass media, corporate communication media, oral media, internal media, corporate website, corporate advertisements, corporate events and exhibits, corporate annual reports, social media.*

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Introduction

Mass communication usually refers to the process of disseminating any kind of information by an individual or a group of people to a large number (mass) of people or heterogeneous audience by means of a channel or communication or mechanical device (medium). The channel of communication can be print, TV, radio, internet etc. Today, mass communication is popular with mass media like television, radio, cinema and print media. With the advancements in technology and the communication revolution, majority of the people across developed and developing nations access some form of mass media like radio, television, newspapers, internet and mobile telephony. People across different geographies access and prefer different types of mass media. Information, education, opinion, entertainment and a number of contemporary ideas are usually transmitted to an invisible audience spread across a geographical area by mass media.

Corporate communication is defined by Joseph Fernandez as, “Corporate communications is a long-term strategic initiative taken by a corporate organization to communicate the core brand and its

core messages to a spectrum of audiences in a globalised market environment. At its core, corporate communication is very simple, the way a corporate communicates.” (Fernandez, 2004) Corporate communication professionals use a variety of corporate communication media to achieve the goals and objectives of their company. The success of a company depends on their corporate communication strategies.

The international influence of corporate communication could be seen in our country as well. Private multinational companies, Indian owned companies and even public-sector undertakings or government enterprises have recognized the importance of corporate communication. Lately, the old public relations departments have been transformed into modern corporate communication departments to achieve the company’s corporate goals. Corporate communication professionals have specific roles in building relations with various target groups.

The prime goal of corporate communication is building, enhancing, preserving and reinforcing the image of the organisation or company in the eyes and minds of the internal and external publics. The internal stakeholders of the company include employees and other workers, external stakeholders include policymakers, opinion leaders, competitors, professional bodies, special interest groups, media, customers (industrial, wholesalers, dealers, consumers) and the public at large. The internal and external stakeholders are reached through mass media and the following corporate communication media: Oral media, internal media, corporate websites, corporate annual reports, corporate advertising, corporate events and exhibits and corporate information on social media. (Riel, 2007)

Corporate communication media is the medium used by corporate organisations to disseminate information to all its stakeholders. The different types of corporate communication media used by corporate communication professionals are: Oral media like management speeches and interviews help in communicating the objectives of the company to its stakeholders. Internal media like printed literature - brochures, leaflets and house journals play an important role while the company intends to disseminate specific information on the group’s viewpoint to a specific audience - special features, prices, etc. Corporate websites play a positive role as corporate communication tools by providing information and creating a unique identity in the web space about the company i.e. services offered, products catalogue, advertisements, career information, history of the company, etc. Corporate annual reports are reports which summarise the major activities of the company in the preceding year. The main goal of corporate annual reports is to give information to shareholders and stakeholders, about the company’s activities and financial performance. Corporate advertising, unlike product advertising, promotes the company’s name, image, personnel, and reputation of the company and helps in building the brand image. Corporate events and exhibits are used to display the product portfolios of the companies to its stakeholders in exhibitions and trade fairs. Corporate information on social media is the information about the company being posted and usually gets instantaneous feedback. Indian corporate communication practitioners in general and Karnataka, in particular, are also employing these corporate communication tools, though not in all. Certain variations could be noticed in the application of these media keeping in view the specific needs of the organisational goals and target audiences.

Purpose

Many studies have focused on the media habits or media usage patterns of mass media, social media, or specific channels of mass media like newspaper, radio, television, advertising etc. PR specialists traditionally concentrated on the in-house media and community media to project the identity of their organisation. Most of the studies in the discipline of Public Relations within mass communication

and media have attempted to explain the efficacy and advantages of PR media tools. The present study is the first of its kind to compare mass media and corporate communication media on its access and usage patterns in Karnataka.

The purpose of this study is to find out which mass media is extensively used; different types of corporate communication media accessed by the people in Karnataka; which corporate communication media is extensively used. Also, a comparison among the 4 selected districts in Karnataka will enable us to understand which district is better exposed to mass media and corporate communication media in Karnataka.

Literature Review

Earlier research studies have analysed mass media habits in the context of the media industry. Press in the developing countries have established that communication plays a major role in the dimension of development. It surely points out that there is a correlation between the means of development and mass media usage. (Sommerlad, 1966) It has also been established that there exists a link to better media exposure and the development process, in most of the developing countries of the world. (Schramm, 1964) Also, Wilbur Schramm recognized that information is a crucial factor in the development process.

A recent study on media usage survey revealed that “the media usage of students and instructors include a mixture of traditional and new media.” (Capretz et al, 2015) Another study highlighted patterns of mass media use among the aged and found “daily newspaper readership is about as common among the aged as among the rest of the population and nearly all of the elderly watch television for several hours a day and therefore have this second channel of news and entertainment to keep in touch with the world.” (Wright, 1988) Further, a study examined family media habits, including the use of television, movies, videos, computer and video games, the internet, music, and print media. The findings were organized into areas of media habits and attitudes, the connection between media habits and school performance, and the connection between media habits and media effects. The study concluded that “wise use of media can help develop knowledge and skills, as well as provide engaging entertainment; unwise use can be harmful.” (Gentile, 1999) A study on patterns of media usage among European citizens found following user groups: 1) Non-users, 2) Average users, 3) Instrumental users, 4) Entertainment users and 5) Advanced users. (Heim & Brandtzaeg, 2007)

A report by the Newspaper Association of America Foundation as part of its longstanding emphasis on young newspaper readers reviewed three significant studies and found that “Media consume the lives of teens. Teens are not just doing one thing when they consume media. They split their enormous media time among many activities – social networking, viewing video, exchanging Instant Messages, viewing graphics and photos, listening to music, watching TV, playing games, looking up things, even catching up on the news – often simultaneously. Likewise, they divide their media usage among many platforms: cell phones, MP3 players, gaming devices, television, computers and printed materials. They use different devices for different purposes in different places.” (Vahlberg, 2010)

There are not many significant studies on the corporate communication media habits and usage patterns. Megha Trivedi’s doctoral study on competitive advantage through corporate communication found a significant effect of corporate communication on the corporate image of the organization. The study also confirmed that “corporate communication is important for the corporate image of an organization irrespective of the industry.” (Trivedi, 2014)

Mahesh Chandra Guru's study on corporate communication in public and private corporate houses of Karnataka state, has analyzed the corporate communication system, process and practices among corporate communication professionals in select public and private sector undertakings, namely - BEML, BHEL, Mphasis and Biocon. The study found a "surge in corporate communication interest which is typically attributed to the strong relationship between corporate communication and business management." (Guru & Raghavendra, 2013)

However, the above research studies have not compared specifically mass media usage and corporate communication media usage among the general public or the target groups. Therefore, the present study tries to fill this gap in view of the corporate communications discipline.

Research Questions

RQ1: Which mass media was extensively used by the people in Karnataka?

RQ2: What are the different types of corporate communication media accessed in Karnataka?

RQ3: Which corporate communication media was extensively used by the people in Karnataka?

RQ4: Which district in Karnataka is better exposed to mass media?

RQ5: Which district in Karnataka is better exposed to corporate communication media?

Methodology

In the present study, relevant information was collected from people across Karnataka, in 4 districts namely – Bengaluru, Mysuru, Kalaburagi and Dharwad by using survey method. The stratified random sampling method was used to select the samples for the survey. The survey is a popular method used in social science research, as it is the most cost-effective and relevant research method.

A questionnaire was developed and used to collect data as an instrument of survey method. The data were collected from 600 respondents through a questionnaire prepared for a major research project. The relevant data were collected from 150 respondents across each of the 4 selected districts in Karnataka namely - Bengaluru, Mysuru, Kalaburagi and Dharwad. A percentage analysis was tabulated and used to deduce the major findings and inferences.

Analysis and Discussion

6.1 Demographic profile

A total of 150 respondents were randomly selected from each of the chosen 4 districts in Karnataka, namely, Bengaluru, Dharwad, Kalaburagi and Mysuru, summing to 600 respondents.

Gender wise, the majority of the respondents i.e. 59.8% were males and females were 40.2% respectively. Across age group, the sample revealed that 37.0% of the respondents were in the age group of 29-39 years, 36.8% of them were in the age group of 18-28 years, 22.5% of them were in the age group of 40-50 years and remaining 3.7% of them were in the age group above 51 years. 73.8% of the respondents were in the age group of 18-39 years. The educational qualification profile of the sample reveals, 43.7% of the respondents were postgraduates, 32.8% were graduates, 13.2 % were PUC and 10.3% were others with degrees like diplomas, PGDBM, etc. Hence, all the respondents were literate in this study. Occupation wise, 32.2% worked in the private sector, 21.2% were in employed government service, 10.8% worked in the agriculture sector, around 16.7% were self-employed, another 16.7% worked in other sectors and 7.5% worked in the public sector. Hence, the majority of the respondents in the sample worked in private sector companies. Monthly income wise, 71% of the respondents earned less than Rs. 30,000 per month, 19.3% earned between Rs. 30,001 and Rs. 60,000 and 9.7% of them earned above Rs. 60,001 per month.

6.2 Mass Media access and usage

Mass media is the most commonly accessed media by the common man across gender, age, geography, race etc. The role of mass media is very crucial in any developing society, the present study has attempted to specifically understand the media access and usage pattern of the respondents under study, as a whole, in Karnataka and various districts, namely, Bengaluru, Dharwad, Kalaburagi and Mysuru. Data was gathered and analysed for the mainstream mass media - Newspapers, Magazine, Radio, Television, Internet and Mobile telephony. The mass media analysis was done as part of a major study undertaken on image building and development of Karnataka state. The study has revealed several interesting facts.

Table 1: Mass Media exposure: access and time spent

Mass media				District				Total	Test statistics
				Bengaluru	Dharwad	Kalaburagi	Mysuru		
Newspaper	Time spent	Yes	F	148	143	145	146	582	CV=.070;
			%	98.70%	95.30%	96.70%	97.30%	97.00%	P=.395
		< 1 hr	F	94	118	90	118	420	CV=.144;
			%	63.50%	82.50%	62.10%	80.80%	72.20%	P=.000
		1-2 hr	F	45	25	50	23	143	
			%	30.40%	17.50%	34.50%	15.80%	24.60%	
		2-3 hr	F	8	0	2	3	13	
			%	5.40%	0.00%	1.40%	2.10%	2.20%	
		3 hr+	F	1	0	3	2	6	
Magazines	Time spent		%	0.70%	0.00%	2.10%	1.40%	1.00%	
		Yes	F	112	84	107	117	420	CV=.184;
			%	74.70%	56.00%	71.30%	78.00%	70.00%	P=.000
		< 1 hr	F	78	55	53	87	273	CV=.154;
			%	69.60%	65.50%	49.50%	74.40%	65.00%	P=.000
		1-2 hr	F	26	29	50	25	130	
			%	23.20%	34.50%	46.70%	21.40%	31.00%	
		2-3 hr	F	5	0	4	2	11	
			%	4.50%	0.00%	3.70%	1.70%	2.60%	
Radio	Time spent	3 hr+	F	3	0	0	3	6	
			%	2.70%	0.00%	0.00%	2.60%	1.40%	
		Yes	F	105	131	134	110	480	CV=.211
			%	70.00%	87.30%	89.30%	73.30%	80.00%	P=.000
		< 1 hr	F	72	58	41	83	254	CV=.310;
			%	68.60%	44.30%	30.60%	75.50%	52.90%	P=.000
		1-2 hr	F	19	70	42	24	155	
			%	18.10%	53.40%	31.30%	21.80%	32.30%	
		2-3 hr	F	12	3	49	1	65	
TV	Time spent		%	11.40%	2.30%	36.60%	0.90%	13.50%	
		3 hr+	F	2	0	2	2	6	
			%	1.90%	0.00%	1.50%	1.80%	1.20%	
		Yes	F	133	135	122	137	527	CV=.118;
			%	88.70%	90.00%	81.30%	91.30%	87.80%	P=.038
		< 1 hr	F	52	47	26	41	166	CV=.226;
			%	39.10%	34.80%	21.30%	29.90%	31.50%	P=.000
		1-2 hr	F	37	65	19	47	168	
			%	27.80%	48.10%	15.60%	34.30%	31.90%	
		2-3 hr	F	37	20	58	26	141	
			%	27.80%	14.80%	47.50%	19.00%	26.80%	

		3 hr+	F	7	3	19	23	52	
			%	5.30%	2.20%	15.60%	16.80%	9.90%	
Internet	Time spent	Yes	F	138	134	134	146	552	CV=.120;
			%	92.00%	89.30%	89.30%	97.30%	92.00%	P=.034
		< 1 hr	F	42	52	17	32	143	CV=.261;
			%	30.40%	38.80%	12.70%	21.90%	25.90%	P=.000
		1-2 hr	F	47	43	6	36	132	
			%	34.10%	32.10%	4.50%	24.70%	23.90%	
		2-3 hr	F	23	34	51	34	142	
			%	16.70%	25.40%	38.10%	23.30%	25.70%	
		3 hr+	F	26	5	60	44	135	
	%	18.80%	3.70%	44.80%	30.10%	24.50%			
Mass media	Time spent	Yes	F						
Mobile			%	145	128	141	147	561	CV=.184;
			%	96.70%	85.30%	94.00%	98.00%	93.50%	P=.000
		< 1 hr	F	52	72	18	24	166	CV=.334;
			%	35.90%	56.20%	12.80%	16.30%	29.60%	P=.000
		1-2 hr	F	33	37	5	21	96	
			%	22.80%	28.90%	3.50%	14.30%	17.10%	
		2-3 hr	F	18	14	8	19	59	
			%	12.40%	10.90%	5.70%	12.90%	10.50%	
3 hr+	F	42	5	110	83	240			
	%	29.00%	3.90%	78.00%	56.50%	42.80%			

On the whole, the majority of the respondents i.e. 97.0% of them read the newspaper. While analysing the time spent on reading the newspaper every day, it was found that 72.2% of the respondents spent less than 1 hour, 24.6% of them spent 1-2 hours, 2.2% of them spent 2-3 hours and remaining 1% of them spent more than 3 hours reading newspapers. Also, it was found that respondents from Bengaluru (98.7%) spent more time reading newspapers and Dharwad (95.3%) respondents spent the least time reading newspapers. (See Table 1)

The study found that more than 70% of the respondents read magazines. While analysing the time spent on reading magazines, it was found that 65% of the respondents spent less than 1 hour, 31% of them spent 1-2 hours, 2.6% of them spent 2-3 hours and remaining 1.4% of them spent more than 3 hours reading magazines. Also, it was found that respondents from Mysuru (78%) spent more time reading magazines and Dharwad (56%) respondents spent the least time reading magazines. (See Table 1)

The audio medium radio had more than 80% listenership among the respondents. While analysing the time spent on listening to the radio, it was found that 52.9% of the respondents spent less than 1 hour, 32.3% of them spent 1-2 hours, 13.5% of them spent 2-3 hours and remaining 1.2% of them spent more than 3 hours listening to the radio. Also, it was found that respondents from Kalaburagi (89.3%) spent more time listening to the radio and Bengaluru (70%) respondents spent the least time listening to the radio. (See Table 1)

The audio-visual medium Television had around 87.8% of the respondents, watching it regularly. While analysing the time spent on watching television, it was found that 31.5% of the respondents spent less than 1 hour, 31.9% of them spent 1-2 hours, 26.8% of them spent 2-3 hours and remaining 9.9% of them spent more than 3 hours watching television. Also, it was found that respondents from Mysuru (91.3%) spent more time watching television and Kalaburagi (81.3%) respondents spent the least time viewing television. (See Table 1)

The new media or online medium Internet had around 92% of the respondents accessing it every day. While analysing the time spent on accessing the internet, it was found that 25.9% of the respondents spent less than 1 hour, 23.9% of them spent 1-2 hours, 25.7% of them spent 2-3 hours and remaining

24.5% of them spent more than 3 hours accessing the internet. Also, it was found that respondents from Mysuru (97.3%) spent more time accessing the internet and Dharwad & Kalaburagi both had 89.3% of the respondents spending least time accessing the internet. (See Table 1)

The study found that more than 93.5% of the respondents used mobile phones to access information. While analysing the time spent on mobile usage, it was found that 29.6% of the respondents spent less than 1 hour, 17.1% of them spent 1-2 hours, 10.5% of them spent 2-3 hours and remaining 42.8% of them spent more than 3 hours per day using mobile. Also, it was found that respondents from Mysuru (98%) spent more time on mobile usage and Dharwad (85.3%) respondents spent the least time on mobile usage.

Among the mass media, the newspaper was more prominent with 97% of the respondents reading it every day, followed by mobile with 93.5% and Internet with 92%. The least accessed media was the magazine with 70% of the respondents reading it. It can be deduced that in Karnataka, still print media or newspaper are among the preferred mass media, even in the rural districts.

The present study has revealed that a large percentage of respondents are exposed to mass media including mobile telephony. Over 97% of the respondents read newspapers. Magazines are read by only 70% of the respondents. Over 80% of the respondents listen to Radio and Television is viewed by around 87.8%. Around 92% of the respondents were also digitally literate and used the Internet as an important source of information. Mobile telephony is very popular in Karnataka and over 93.5% of the respondents use mobile phones.

District wise analysis (average of percentages) of mass media showed that 89.2% of the respondents from Mysuru district are better exposed and used mass media in Karnataka, compared to other districts with Kalaburagi-87%, Bengaluru – 86.8% and Dharwad – 83.9%.

Bengaluru and Mysuru districts have an edge in the newspaper readership, magazine readership, Television viewership, internet usage and mobile usage. Dharwad and Kalaburagi districts have better radio listenership. Mysuru district respondents spend more time reading newspapers (1.4% of respondents read more than 3 hours per day) Readers in Bengaluru spent more time reading newspapers 2-3 hours with 5.4%, while 30.4% spend 1-2 hours and 63.5% of the respondents spend at least 1 hour. Magazine readership is found to be more in Mysuru district and they (74.4%) also spend more time reading magazines, at least for 1 hour. While Kalaburagi respondents (46.7%) read at least 1-2 hours. For Radio, respondents from Kalaburagi listen to radio more than other districts and 21.8% of the respondents listen to radio 1-2 hours, while 75% of them spend 1 hour. Listeners in Dharwad spend more time 53.45% listening to Radio between 1-2 hours, while in Bengaluru 11.4% of the respondents spend time listening to Radio.

Television viewership in Karnataka takes the fourth position in terms of popularity as revealed in the present study. Viewers in Mysore (91.3%) and Dharwad (90%) spend more time watching television compared to Kalaburagi (81.3%) and Bengaluru (88.7%) districts. 16.8% of the viewers from Mysuru watch Television for more than 3 hours and 47.5% of the viewers watch Television between 2-3 hours in Kalaburagi and about 48.1% of the viewers watch TV between 1-2 hours. And 39.1% of the viewers watch Television less than 1 hour. Internet usage is higher in Mysuru and Bengaluru districts. Respondents in Dharwad district spend less than 1 hour, followed by Bengaluru district 34.1% of the respondents use internet between 1-2 hours whereas in Kalaburagi district 38.1% spend 2-3 hours on the Internet. Again, more than 44.8% of the respondents use internet for more than 3 hours. Among the mass media, mobile telephony is the second most popular mass media in Karnataka. Mysuru district respondents (98%) use mobile telephony, followed by Bengaluru district 96.7%. About 56.2% of the

respondents in Dharwad district use less than 1 hour followed by Bengaluru district 34.9%. In Dharwad district respondents (28.9%) spend between 1-2 hours on their mobiles, followed by Bengaluru district (22.8%). Mysuru respondents use mobile about 12.9%, between 2-3 hours, followed by Bengaluru (12.4%). Surprisingly, respondents from Kalaburagi (78%) district use the mobile phone for more than 3 hours in a day, followed by Mysuru (56.5%) district.

The district-wise comparison revealed no significant association ($CV=.070$; $p=.395$) between the respondents of various districts exposure to and reading newspapers. Cramer's V revealed a significant association ($CV=.144$; $p=.000$) between time spent and districts. District-wise comparison of exposure to and reading of magazines revealed a significant association ($CV=.184$; $p=.000$) between the respondents of various districts reading magazines. Cramer's V revealed a significant association ($CV=.154$; $p=.000$) between time spent on the reading of magazines and in different districts. The district-wise comparison revealed a significant association ($CV=.211$; $p=.000$) between the respondents of various districts listening to programmes on radio. Further, Cramer's V revealed a significant association ($CV=.310$; $p=.000$) between time spent on listening to radio and districts. The district-wise comparison revealed a significant association ($CV=.118$; $p=.038$), between the respondents of various districts watching television. Further, Cramer's V revealed a significant association ($CV=.226$; $p=.000$) between time spent on watching television and districts. The district-wise comparison revealed a significant association ($CV=.120$; $p=.034$) between the respondents of various districts accessing the internet. Further, Cramer's V revealed a significant association ($CV=.261$; $p=.000$) between time spent on Internet and districts. The district-wise comparison revealed a significant association ($CV=.184$; $p=.000$) between the respondents of various districts using mobile telephony. Further, Cramer's V revealed a significant association ($CV=.334$; $p=.000$) between time spent on using mobile telephone and districts. (See Table 1)

It was also found that mobile usage is an important instrument of communication and had a significant association ($CV=.334$, $p=.000$) between the respondents of various districts and access to mobile usage in terms of time spent. Similarly, magazines were also found to have a significant association between the readership and time spent in the usage with $CV=.154$ with a p-value of .000 compared to Radio ($CV=.211$, $p=.000$). Also, it is observed that Television viewing and time spent for viewing were found to be significant in terms of the association between respondents' access and time spent across all parameters and in all the districts for access ($CV=.118$, $p=.038$) and for usage ($CV=.226$, $p=.000$). Lastly, all the perceptions of the respondents towards media exposure along with time spent by the respondents were statistically significant at 0.05. (See Table 1)

6.3 Corporate communication Media access and usage pattern

Corporate communication media is the medium used by companies to disseminate important and relevant corporate information on the organisation or the company to all its stakeholders. The present study analysed the role and extent of corporate communication media and its exposure. The study analysed the following corporate communication media: Oral media: management speeches, internal media: house journals, printed literature, corporate websites, corporate annual reports, corporate advertising, corporate events and exhibits and corporate information on social media.

Almost 67.5% of the respondents listened to oral media like management speeches etc. While analysing the time spent on oral media, it was found that 72.1% of the respondents spent less than 1 hour, 23.7% of them spent 1-2 hours, 3% of them spent 2-3 hours and remaining 1.2% of them spent more than 3 hours listening to management speeches etc. Also, the study found that 91.3% of the respondents from

Kalaburagi spent more time listening to oral media and 48% of the respondents in Mysuru district spent the least time listening to oral media. (See Table 2)

Majority of the respondents (60%) read internal media like in-house journals, printed literature, etc. While analysing the time spent on reading internal media like in-house journals, printed literature, etc. it was found that 55% of the respondents spent less than 1 hour, 33.6% of them spent 1-2 hours, 7.8% of them spent 2-3 hours and remaining 3.6% of them spent more than 3 hours reading internal media like in-house journals, printed literature, etc. Also, the study found that 92% of the respondents from Kalaburagi spent more time reading internal media like in-house journals, printed literature, etc. and in Dharwad, 29.3% of the respondents spent the least time reading it. (See Table 2)

The study found that more than 66.5% of the respondents visited corporate websites. While analysing the time spent on visiting corporate websites it was found that 66.7% of the respondents spent less than 1 hour, 21.1% of them spent 1-2 hours, 8% of them spent 2-3 hours and remaining 4.3% of them spent more than 3 hours visiting corporate websites. Also, it was found that 88.7% of the respondents from Kalaburagi spent more time visiting corporate websites and in Bengaluru, 50% of the respondents spent the least time visiting corporate websites. (See Table 2)

About 51.7% of the respondents read corporate annual reports. While analysing the time spent on reading corporate annual reports it was found that 56.5% of the respondents spent less than 1 hour, 15.2% of them spent 1-2 hours, 18.7% of them spent 2-3 hours and remaining 9.7% of them spent more than 3 hours visiting corporate websites. Also, it was found that 85.3% of the respondents from Kalaburagi spent more time reading corporate annual reports and in Dharwad, 18% of the respondents spent minimal time reading corporate annual reports. (See Table 2)

Majority of the respondents (63.2%) viewed corporate advertisements. While analysing the time spent on viewing corporate advertisements it was found that 58.8% of the respondents spent less than 1 hour, 20.1% of them spent 1-2 hours, 8.2% of them spent 2-3 hours and remaining 12.9% of them spent more than 3 hours viewing corporate advertisements. Also, it was found that 82.7% of the respondents from Mysuru spent more time viewing corporate advertisements and in Dharwad, 46.7% of the respondents spent the least time viewing corporate advertisements. (See Table 2)

Table 2: Corporate communication Media exposure: access and time spent

Corporate communication media				District				Total	Test statistics
				Bengaluru	Dharwad	Kalaburagi	Mysuru		
Oral media		Yes	F	79	117	137	72	405	CV=.382;
			%	52.70%	78.00%	91.30%	48.00%	67.50%	P=.000
	Time spent	< 1 hr	F	70	111	47	64	292	CV=.356;
			%	88.60%	94.90%	34.30%	88.90%	72.10%	P=.000
		1-2 hr	F	7	4	79	6	96	
			%	8.90%	3.40%	57.70%	8.30%	23.70%	
		2-3 hr	F	2	2	8	0	12	
			%	2.50%	1.70%	5.80%	0.00%	3.00%	
Internal media		Yes	F	83	44	138	95	360	CV=.456;
			%	55.30%	29.30%	92.00%	63.30%	60.00%	P=.000
	Time spent	< 1 hr	F	58	27	37	76	198	CV=.274;
			%	69.90%	61.40%	26.80%	80.00%	55.00%	P=.000

		1-2 hr	F	21	14	71	15	121			
			%	25.30%	31.80%	51.40%	15.80%	33.60%			
		2-3 hr	F	2	3	21	2	28			
			%	2.40%	6.80%	15.20%	2.10%	7.80%			
		3 hr+	F	2	0	9	2	13			
			%	2.40%	0.00%	6.50%	2.10%	3.60%			
		Corporate website		Yes	F	75	81	133	110	399	CV=.211
					%	50.00%	54.00%	88.70%	73.30%	66.50%	P=.000
Time spent	< 1 hr		F	53	49	75	89	266	CV=.257;		
			%	70.70%	60.50%	56.40%	80.90%	66.70%	P=.000		
	1-2 hr		F	19	30	17	18	84			
			%	25.30%	37.00%	12.80%	16.40%	21.10%			
	2-3 hr		F	3	2	26	1	32			
			%	4.00%	2.50%	19.50%	0.90%	8.00%			
	3 hr+	F	0	0	15	2	17				
		%	0.00%	0.00%	11.30%	1.80%	4.30%				
Corporate annual reports		Yes	F	66	27	128	89	310	CV=.489;		
			%	44.00%	18.00%	85.30%	59.30%	51.70%	P=.000		
	Time spent	< 1 hr	F	49	17	39	70	175	CV=.355;		
			%	74.20%	63.00%	30.50%	78.70%	56.50%	P=.000		
		1-2 hr	F	14	7	11	15	47			
			%	21.20%	25.90%	8.60%	16.90%	15.20%			
		2-3 hr	F	2	3	50	3	58			
			%	3.00%	11.10%	39.10%	3.40%	18.70%			
3 hr+		F	1	0	28	1	30				
		%	1.50%	0.00%	21.90%	1.10%	9.70%				
Corporate communication media				District				Total	Test statistics		
				Bengaluru	Dharwad	Kalaburagi	Mysuru				
Advertisement		Yes	F	73	70	112	124	379	CV=.327;		
			%	48.70%	46.70%	74.70%	82.70%	63.20%	P=.000		
	Time spent	< 1 hr	F	54	36	34	99	223	CV=.371;		
			%	74.00%	51.40%	30.40%	79.80%	58.80%	P=.000		
		1-2 hr	F	15	28	14	19	76			
			%	20.50%	40.00%	12.50%	15.30%	20.10%			
		2-3 hr	F	4	6	19	2	31			
			%	5.50%	8.60%	17.00%	1.60%	8.20%			
3 hr+		F	0	0	45	4	49				
		%	0.00%	0.00%	40.20%	3.20%	12.90%				
Events and exhibits		Yes	F	67	30	127	100	324	CV=.486;		
			%	44.70%	20.00%	84.70%	66.70%	54.00%	P=.000		
	Time spent	< 1 hr	F	47	25	31	75	178	CV=.307;		
			%	70.10%	83.30%	24.40%	75.00%	54.90%	P=.000		
		1-2 hr	F	12	3	73	15	103			
			%	17.90%	10.00%	57.50%	15.00%	31.80%			
		2-3 hr	F	6	2	9	8	25			
			%	9.00%	6.70%	7.10%	8.00%	7.70%			
3 hr+		F	2	0	14	2	18				
		%	3.00%	0.00%	11.00%	2.00%	5.60%				

Corporate Information on Social media		Yes	F	87	88	134	105	414	CV=.274;
			%	58.00%	58.70%	89.30%	70.00%	69.00%	P=.000
	Time spent	< 1 hr	F	66	63	31	80	240	CV=.335;
			%	75.90%	71.60%	23.10%	76.20%	58.00%	P=.000
		1-2 hr	F	13	12	19	13	57	
			%	14.90%	13.60%	14.20%	12.40%	13.80%	
		2-3 hr	F	5	12	33	8	58	
			%	5.70%	13.60%	24.60%	7.60%	14.00%	
		3 hr+	F	3	1	51	4	59	
			%	3.40%	1.10%	38.10%	3.80%	14.30%	

About 54% of the respondents visited corporate events and exhibits. While analysing the time spent attending corporate events and exhibits it was found that 54.9% of the respondents spent less than 1 hour, 31.8% of them spent 1-2 hours, 7.7% of them spent 2-3 hours and remaining 5.6% of them spent more than 3 hours attending corporate events and exhibits. Also, it was found that 84.7% of the respondents from Kalaburagi spent more time attending corporate events and exhibits and in Dharwad, 20% of the respondents spent the least time attending corporate events and exhibits. (See Table 2)

Almost 69% of the respondents accessed corporate information on social media. While analysing the time spent on accessing corporate information on social media it was found that 58% of the respondents spent less than 1 hour, 13.8% of them spent 1-2 hours, 14% of them spent 2-3 hours and remaining 14.3% of them spent more than 3 hours visiting corporate websites. Also, it was found that 89.3% of the respondents from Kalaburagi spent more time accessing corporate information on social media and in Bengaluru, 58% of the respondents spent the least time accessing corporate information on social media. (See Table 2)

Among the various corporate communication media, the present study revealed that majority of the respondents i.e. 69% used corporate information from social media, followed by listening to oral media (67.5%) and visiting the corporate website by 66.5%. Corporate annual reports were the least accessed corporate communication media with only 51.7% of the respondents using it. Hence, it is obvious that with the advent and mass usage of social media across nations, 'corporate information from social media' is the most popular corporate communication media accessed by masses.

District wise analysis (average of percentages) of corporate communication media showed that 86.5% of the respondents from Kalaburagi are better exposed and used to corporate communications media in Karnataka, compared to other districts with Mysuru-66.19%, Bengaluru – 50.49% and Dharwad – 43.53%. This shows that corporate communication media is accessed largely in the rural areas too.

The study revealed that 92% of the respondents in Kalaburagi use internal media like house journals, printed literature etc, followed by oral media with 91.3% and corporate information on social media with 89.3%. In Mysuru district corporate advertising (82.7%), corporate website (73.3%) and corporate information on social media (70%) are the most popular corporate communication media used. In Bengaluru district, also corporate information on social media is ranked high with 58% of the respondents, followed by internal media (55.3%) and oral media (52.7%). In Dharwad district, oral media (78%) and corporate information on social media (58.7%) were more popular compared to other corporate communication media.

District wise comparison revealed a significant association (CV=.382; p=.000) between the respondents of various districts listening to oral media. Cramer's V revealed a significant association (CV=.356; p=.000) between time spent on listening to oral media and districts. The district wise

comparison revealed a significant association ($CV=.456$; $p=.000$) in respondents reading internal media like in-house journals. Cramer's V revealed a significant association ($CV=.274$; $p=.000$) between time spent reading in-house journals, printed literature etc and districts. The district wise comparison revealed a significant association ($CV=.211$; $p=.000$), between the respondents of various districts visiting corporate websites. Further, Cramer's V revealed a significant association ($CV=.257$; $p=.000$) between time spent visiting corporate websites and districts. The district wise comparison revealed a significant association ($CV=.489$; $p=.000$), between the respondents of various districts reading corporate annual reports. Further, Cramer's V revealed a significant association ($CV=.355$; $p=.000$) between time spent and districts. The district wise comparison viewing corporate advertisements revealed a significant association ($CV=.327$; $p=.000$), between the respondents of various districts viewing corporate advertisements. Further, Cramer's V revealed a significant association ($CV=.371$; $p=.000$) between time spent visiting corporate advertisements and districts. The district wise comparison of respondents visiting corporate events and exhibits revealed a significant association ($CV=.486$; $p=.000$). Further, Cramer's V revealed a significant association ($CV=.307$; $p=.000$) between time spent on visiting corporate events and exhibits and districts. The district-wise comparison revealed a significant association ($CV=.274$; $p=.000$), between the respondents of various districts accessing corporate information on social media. Further, Cramer's V revealed a significant association ($CV=.335$; $p=.000$) between time spent by respondents accessing corporate information on social media and districts. (See Table 2)

6.4 Mass media exposure versus corporate communication media exposure

The average of percentages of mass media stood at 86.7% compared to corporate communication media which showed only 61.5%. This clearly indicates that the respondents from Bengaluru, Dharwad, Kalaburagi and Mysuru districts still prefer or spend more time accessing mass media like newspaper, radio, TV, Internet & mobile phones compared to corporate communication media like oral media, internal media, corporate website, corporate annual reports, corporate advertising, corporate events & exhibits, corporate information on social media. Hence, it is evident that mass media prevails over corporate communication media in Karnataka. Mass media is still the most accessed media by many, as it is easily accessible or available and the content is more generic & affects their daily lives.

Major Findings

The following are the major findings of the study:

1. Among the mass media, the newspaper was more prominent with 97% of the respondents reading it every day, followed by mobile with 93.5% and Internet with 92%.
2. The least accessed media was the magazine with 70% of the respondents reading it.
3. Bengaluru and Mysuru districts have an edge in the newspaper readership, magazine readership, Television viewership, internet usage and also mobile usage.
4. Dharwad and Kalaburagi districts have better radio listenership.
5. District wise analysis (average of percentages) of mass media showed that 89.2% of the respondents from Mysuru district are better exposed and used mass media in Karnataka, compared to other districts with Kalaburagi – 87%, Bengaluru – 86.8% and Dharwad – 83.9%.
6. The following corporate communication media were used in Karnataka: Oral media, internal media, corporate websites, corporate annual reports, corporate advertising, corporate events and exhibits and corporate information on social media.

7. Among the various corporate communication media, the majority of the respondents i.e. 69% used corporate information from social media, followed by listening to oral media (67.5%) and visiting the corporate website by 66.5%.
8. Corporate annual reports were the least accessed corporate communication media with only 51.7% of the respondents using it.
9. District wise analysis (average of percentages) of corporate communication media showed that 86.5% of the respondents from Kalaburagi are better exposed and used to corporate communications media in Karnataka, compared to other districts with Mysuru – 66.19%, Bengaluru – 50.49% and Dharwad – 43.53%.
10. The average of percentages of mass media showed 86.7% compared to corporate communication media which showed only 61.5%. Hence, Mass media prevails over corporate communication media in Karnataka.

Conclusion

The present study attempted to individually analyse mass media profiles and also make a comparative evaluation of corporate communication media. The survey results clearly show that mass media was still highly prevalent and used largely in comparison to corporate communication media by the people of Karnataka. Many people access mass media, as it is easily accessible or available and the content is more generic & influences their daily lives.

The study found that among the various mass media, the newspaper was more prominent (97%), followed by mobile with 93.5% and Internet with 92% of the respondents using it regularly. Hence, it can be inferred that in Karnataka, still print media especially, the newspaper is the most preferred and extensively used mass media, even in the rural districts.

The research study found the following types of corporate communication media used in Karnataka, namely: Oral media, internal media, printed literature, corporate websites, corporate annual reports, corporate advertisements, corporate events and exhibits, corporate information on social media. Among the various corporate communication media, corporate information from social media (69%) was more prominent, followed by listening to oral media with 67.5% and visiting the corporate website by 66.5% of the respondents. Hence, it is obvious that with the advent and mass usage of social media across nations, 'corporate information from social media' is the most popular corporate communication media accessed by masses, even in Karnataka.

The district wise analysis (average of percentages) of mass media showed that Mysuru district (89.2%) was better exposed to mass media in Karnataka, followed by Kalaburagi-87%, Bengaluru – 86.8% and Dharwad – 83.9%. This clearly indicates that tier-II cities are having better access to mass media compared to urban or cosmopolitan cities.

On the other hand, the district-wise analysis (average of percentages) of corporate communication media showed that Kalaburagi district (86.5%) is better exposed and used to corporate communications media in Karnataka, followed by Mysuru-66.19%, Bengaluru – 50.49% and Dharwad – 43.53%. This shows that corporate communication media is accessed largely in the rural areas too.

Overall, the mass media usage and corporate communication media usage clearly indicates that the heterogeneous audiences in Karnataka access all the possible channels for diverse information. The study shows the relevance of both mass media and corporate communication media in a socially diverse state of Karnataka. The research has also highlighted the emergence of corporate communication media as an easy alternative channel for corporate enterprises or organisations to disseminate information to

their stakeholders in parallel to the mainstream mass media, even in tier-II cities or rural districts of Karnataka.

Limitation and Future Research

The present study has investigated media access and usage patterns of both mass media and corporate communication media in only 4 selected districts in Karnataka, namely, Bengaluru, Dharwad, Kalaburagi and Mysuru. Further, a comparative analysis was made to ascertain the above-mentioned findings. However, this research study also has its limitations of sample size, recall, and diversity of the respondents. Also, the findings cannot be generalised for the whole of India, as the sample size was limited to only 4 districts in Karnataka. Future research studies in media access and usage can be further explored with larger sample sizes across India or even across the world. Also, a study comparing traditional media or folk media with mass media and corporate communication media can be studied by adding a whole new dimension to the field of corporate communication.

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Effects of Television Advertisements on Adolescents: A review of Literature

Ashwini Ramesh

Abstract: Advertising is the key for shaping people's opinions and interests in the current age of advanced communication technologies. An adolescent age is debated to be the most influential period of human life. Typically thought of as a powerful persuasive external tool, TV advertising has grown to see adolescents as an easy target market. The current review of literature attempts to explore earlier studies conducted on the 'effects of television advertising on adolescents', especially the outcomes that are related to psychological and behavioral changes. Engrossing the target audience, advertisers have adopted innovative methods like cartoons, striking jingles, graphics, celebrity endorsements, appeals and taglines to the highest order possible. The themes of adolescent-centric advertisements mainly consist of fast food, beverages, alcohol, smoke, luxury products in toys, dresses, cosmetics, cameras, bicycles, cars etc. Such conditioning by advertisers have lasting psychological and behavioral effects on adolescent viewers. Some of them include aggression, materialism, parent-child conflict, body dissatisfaction, obesity, smoke, alcohol addiction, depression and imitation of characters shown in advertisements. In such a scenario, socio-psychological theory – Uses and Gratifications theory assumes that audience members are active media consumers. Applying to advertising, UGT helps to conceptualise the gratifying elements present in advertisements. A brief chronicle of the notable works done on the effects of TV advertising on adolescents, internationally and nationally is presented in the review of literature.

Keywords – TV Advertisements, Adolescents, Advertising Effects

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OBJECTIVE:

To review the related literature on the effects of television advertisements on adolescents.

METHODOLOGY:

The research study is taken place using 'meta-analysis' approach. Gene V. Glass defined meta-analysis as 'analysis of analyses,' (Glass, 1976). Combining the results of multiple scientific studies, meta-analysis helps to bring precision and systematically review each relevant study. 'Meta-analysis findings help to reveal the biases, strengths, and weaknesses of existing studies,' (Russo, 2007). Studies for the current review of literature are taken by using appropriate keywords, journals, and references of the papers used.

REVIEW OF LITERATURE

International studies

Ward and Wackman (1971) examined "Family and media influences on adolescent consumer learning". Survey method was used among 1094 eighth and twelfth grade students. The researchers found that consumer behavior is a social process and media exposure alone cannot influence the effects of consumerism. The scholars suggest that family communication processes, and overt communication with others have a greater effect in adolescent behavior.

(Robertson & Rossiter, 1974), studied "Children and Commercial Persuasion: An attribution theory analysis". The researchers have associated attribution theory (perception of intent) with advertising effects on

children. The findings say that age as a variable in children determines the persuasive intent in them. As children mature with age, their persuasive intent grows. This reduces the belief, likes, and desires in commercials. The scholars suggest that negative influence of advertisements on children can be lessened only through special protection, either from policy changes or parental intervention.

(Hedges, 1974) analysed “Testing to Destruction”. In the study, researcher says ‘it might be more useful to think less about what advertising does to people, and more about what people do with advertising’. Applying Uses and Gratifications theory to this, the researcher says that audiences are never passive. Each advertisement has its consumer in mind that seeks the intended reward or gratification. Elaborating on this, the researcher argued that each consumer chooses to pay attention to any gratifying advertisement, and values it for which the impact is seen later.

(Richard, 1977) studied “Research on the effects of television advertising on children - A review of the literature and recommendations for future research”. The studies revealed that there is relationship between television advertisements and children. The findings proved that children are the most vulnerable of all in getting influenced towards buying the advertised products. On the policy point of view, the studies demonstrated that disclaimers for every misleading or unfair practices shown in advertisements should be provided. Also, children can remember the disclaimers only if they are presented in a children friendly way.

(Gorn & Goldbern, 1977) studied “The impact of television advertising on children from low income families”. Factorial analysis was used where 133 children of 8 years old were analysed. The scholars assessed the attitudinal and behavioral responses of lower income group children where they found that minimal exposure to advertising had no effects on children. The researchers suggested that additional persuasive effects were needed to grab their attention. And, when this is applied, behavioral changes were noticed where children became skeptical and cynical towards TV commercials.

(Moschis & Mitchell, 1986) analysed ‘Television Advertising and Interpersonal Influences on Teenagers’. Convenience sampling method was adopted where questionnaires were circulated among 161 parent-child pairs. The researchers found that television viewing does not influence consumer buying. Though, children act as “selling agent” for sellers, the study showed no significant relationship between frequency of viewing advertisements and children’s participation in consumer decisions. The scholars suggested that adolescents are more influenced by social processes like interaction with peers and parents, which build their independent decision making skills rather than TV commercials.

(Merrie Brucks et. al., 1988) analysed ‘Children’s use of cognitive defenses against television advertising: A cognitive response approach’. The study employs a cognitive response approach using non-directive probes rather than direct questions among 9-10 year old children. The researchers found that advertising knowledge did not result in increased counter arguments against advertisement unless a cue was present to activate the king of arguments. The study suggests that overestimating children’s use of cognitive effects against advertising is not necessary.

(Silverman et. al., 1988) studied “Children’s attitudes towards products and recall of the product information over time”. 56 five graders were read five positive and negative attributes of a product on a repetitive basis. The results suggested that immediate recall showed traditional recency and primacy effects while, delayed recall showed only primacy effects. However, when children are exposed to advertisements repeatedly, strong primacy effects can be developed.

(Haefner, 1991) examined “Ethical problems of advertising to children”. The study points out that children are considered as one of the most vulnerable of all media audiences. After a discussion of the uniqueness of child audiences and commercials' effects on them, this article addresses the values of advertisers who purposely and inadvertently reach children with their messages. The study suggests that ethical theories with special consideration for child audiences should be imbibed. And, corporate decision-making policies regarding children and advertising should be called into practice

(Myers & Biocca, 1992) studied “The elastic body image: The effect of television advertising and programming on body image distortions in young women”. An experimental study, it stated that ideal-body image

commercials had an effect on perceptions of young women in terms of their self-image and moods. The study supports the notion of an elastic body image in which actual body size is in conflict with a mediated ideal body image and self-perceived body image. The results showed that watching even 30 minutes worth television programming and advertising can alter women's perception of the shape of her body.

(Liisa & Virpi, 1993) studied "Developmental stage and children's reaction to TV advertising". Convenience sampling of 41 children was used between the age of 7-8. The researchers found that children show a good ability to handle and interpret commercial information. They take advantage of such information like picking up phrases, melodies and gestures and use in their daily life. They play with the content of commercials which go unrecognized by the adults. Scholars suggest that children reject advertisements that show teenagers, sexuality or any adult information.

(Donohoe, 1994) analysed "Advertising Uses and Gratifications". The researcher analyses the significance of Uses and Gratifications theory in advertising. The study points out marketing and non-marketing uses of the theory in accordance to advertising, and ways in which consumers gratify themselves by watching the targeted advertisements. A qualitative study, the findings say that advertising is an area for the application of uses and gratifications theory as any other element of the mass media. Elaborating on this, the study also says advertising is well integrated into the mass media and indeed the lives of its audience. The researcher suggests that respondents' experience of advertising is dominated by the television medium that the scope for comparing advertising uses and gratifications across media are limited to date. And, this perhaps is an issue which future research could usefully address.

(Martin & Gentry, 1997) studied "Stuck in the model trap: The effects of beautiful models in ads on Female Preadolescents and Adolescents". Using social comparison theory as a theoretical framework, it says that young girls compare their physical attractiveness, bodily image with the model that appear in television advertisements. This comparison leads to self-perceptions and self-esteem to be affected in the long run. Elaborating this, researchers argue, "Children and adolescents view 40000 advertisements per year on TV alone. Also, most of children's viewing occurs during prime time, which features nearly 16 minutes per hour of advertising".

(Smit, 1999) explained in "Mass Media Advertising: Information or Wallpaper", that Uses and Gratifications theory conceptualizes 'Advertising use'. The theory can predict choice, reactions and effects of advertising among its users. The researchers argue that advertising is not an editorial content, but 'paid for' messages that serve a certain purpose. Here, the certain purpose is justified in terms of information, awareness or simple gratification.

(Stice et. al., 2001) examined 'Exposure to media portrayed thin ideal images adversely affects vulnerable girls: A longitudinal experiment'. Simple random sampling was used over 219 adolescent girls who were given subscription to fashion magazines in a 15 month longitudinal study. The researchers found that long term exposure to thin images lead to thin-ideal internalization, body dissatisfaction, dieting, and bulimic symptoms. The scholars suggested that such exposure will lead to lasting effects on vulnerable youth.

(Pine et. al., 2002) studied "Dear Santa: The effects of television advertising on young children". The researchers have analysed children below 7 years of age who are the frequent viewers of television advertisements. The findings suggest that since children fail to understand the persuasive intent of advertisements, they are more vulnerable and show higher trust in advertisements. They begin to believe that advertisements always say truth, and show everything that is only real. With no knowledge of commercial markets and profit desires, children, according to this study seek toys and related items to Santa in their letters.

(Buijzen & Valkenburg, 2003) studied "The effects of television advertising on materialism, parent-child conflict, and unhappiness". The researchers found that advertising enhances materialism, causes parent-child conflict, and makes children unhappy. The study found that the advertising effects led to the belief among adolescents where they began to think that desirable qualities, such as beauty and happiness can be obtained only by material possessions. Using special cameras and editing techniques, advertisements create unrealistic expectations among children that make them unhappy and parental denial to purchase any such product led to

parent-child conflict. The scholars suggest that there need to be tightened rules and regulations on child-directed advertising as its psychological effects can lead to long term destruction.

(Hargreaves, 2003) studied “The Effect of ‘Thin Ideal’ Television Commercials on Body Dissatisfaction and Schema Activation During Early Adolescence”. The study investigated the effect of viewing televised images of female attractiveness on the body dissatisfaction of young adolescent girls and boys. Adolescents viewed 20 commercials containing idealized female thin images or 20 nonappearance television commercials. Body dissatisfaction was measured before, during and after the viewing of commercials. Appearance-schema activation was assessed using a word-stem completion task. Girls, but not boys, who viewed the appearance commercials reported significantly higher body dissatisfaction at both times, during and after with the nonappearance condition. Participant age had no effect. Both girls and boys in the appearance condition reported greater schema activation, but appearance schematicity did not moderate the commercial effect. The results support the general hypothesis that televised images of attractiveness lead to increased body dissatisfaction and schema activation for girls as young as 13 years old.

(Buijzen, M.A., 2003) studied “Television advertising aimed at children’. Content analysis of 601 commercials was conducted in order to identify appeals that characterize commercials aimed at teenager male and female. The findings showed that appeals for males included action, adventure, sports, play, achievement and competition whereas appeals for females were nurturing, physical attractiveness, friendship, romance, and sexuality. The researcher suggested that prolonged viewing of advertisements have mental effects on children and should be monitored by elders in the family.

(Collins et.al. 2005) studied “Saturated in beer: Awareness of beer advertising in the late childhood and adolescence”. The study examined exposure, response to, and awareness of beer advertising, including awareness of a Budweiser advertisement (ad) that portrayed lizards and an animated ferret. Several indicators of advertising awareness, exposure, and response were assessed: recognition, product naming, brand naming, and liking in response to stills drawn from 4 masked television beer ads, listing of beer brands, exposure, attention to, and skepticism toward television beer ads. The results of the study showed 14% of 4th graders and 20% of 9th graders recognized at least 3 of 4 sample beer ads. 75% of 4th graders and 87% of 9th graders recognized the Budweiser ferret ad; about one in three 4th graders could name the brand it advertised, whereas more than three in four 9th graders could do so. When asked to list as many beer brands as they could, almost 29% of 4th graders listed 3 or more beer brands and 82% of 9th graders did so. Ninth graders liked beer advertisements more and paid greater attention to them, but 4th graders were exposed to them more often. The researcher suggests that television beer ads result in high levels of beer advertising awareness in children as young as age 9, and even higher awareness among 14-year-olds. Thus, beer advertisers should avoid practices that expose or appeal to youth, including use of animated characters.

(Calvert, 2008) analysed “Children as consumers: Advertising and marketing”. Content analysis was performed on children centric advertisements. The researcher found that children centric advertisements are mainly done on foods and beverages, toys, tobacco and alcohol (in some places). This exposure to advertisements has led to serious physical and mental health hazard in children. The study suggests that media literacy among parents, regulation of children centric advertisements, spyware, nutritional food supply at home and in school go a long way in curbing the long term negative effects of advertisements on adolescents.

(Andersen et.al. 2009) studied the ‘Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies’. The scholars searched key journals and publications on exposure to commercial communications and alcohol drinking behavior at baseline, and alcohol drinking at follow-up. The findings included factors such as exposure to alcohol advertisements, promotions in a variety of ways, ownership of branded merchandise, recall and receptivity. These factors have led to initiation of drinking alcohol among non-drinkers and increased drinking among existing drinkers.

(Chan & Cai, 2009) studied the “Influence of television advertising on adolescents in China: and urban-rural comparison”. A convenience sampling method was used where 646 adolescents were surveyed. The scholars found that television advertisement viewing demonstrated cultivation effects among urban and rural respondents.

They were more likely to have a higher perceived affluence and materialism than light television viewers. The study suggested the practical implications like – Rural adolescents did not hold strong beliefs about prevalence of affluence, popularity, durability in the society. A different marketing communication strategy was to be developed if the rural population is the target of advertisers.

(Jennifer L., 2009) examined “A crisis in the marketplace: How Food Marketing contribute to childhood obesity and what can be done’. Research found that food marketing is massive, expanding in a number of venues like products placement, video games, internet, cellphones, and are composed of poor nutrition, calorie-dense products. The researchers suggest that regulatory measures needs to be taken by the government bodies. Measures in terms of legal, legislative, regulatory, and industry-based approach should be taken.

(Abideen & Salaria, 2010) studied ‘Effects of television advertising on children: With special reference to Pakistani urban children’. Convenience sampling method was adopted where 425 questionnaires were circulated to the parents of school going children across four cities. The findings revealed that advertising has led to unnecessary desire for advertised products among children. It has promoted unhealthy, low nutritional and high in sugar, fat and salt (SFS) food consumption, and inclination towards materialism, attitudinal change and violent behavior among children. The scholars suggest that parents should show their children the difference between reality and imagination. And, discuss the educational values of advertisements with their wards.

(Hanewinkel et.al., 2010) analysed ‘Cigarette advertising and adolescent smoking’. A cross-sectional survey of 3415 German schoolchildren was conducted using six different brands of cigarettes. The scholars found that 35.17% of non-smokers were susceptible to smoking due to advertising. The non-smoker’s ad recognition rate was high leading to intentions for smoke. The study suggests that ban of tobacco advertising can be the foremost agenda towards curbing smoke among adolescents.

(Hustead, 2012) studied “Viral video advertisements: A Uses and Gratifications Research “. The researcher has analyzed different types of gratifications that can be sought by the consumers of advertisements. The findings show that Uses and Gratifications theory is an effects-driven theory that helps to understand why individuals are drawn to certain advertisements. The researcher suggests that it is the only theory that helps advertisers to build brand loyalty among its consumers.

(De Run, 2014), analysed “How adolescents view advertising: The effects of beliefs and personal values”. Sarawak (Island in Malaysia) was chosen for the study. 600 questionnaires were circulated at Sarawak. The findings show that product information, social role/image, being good for the economy, not being materialistic and truthfulness have positive effect on attitude towards advertising. The study suggests that shaping of personal values may enhance positive attitude towards advertisements.

(Reijmersdal et.al. 2016) studied “This is Advertising! Effects of disclosing television brand placement on adolescents”. Convenient sampling method was adopted where 221 adolescents were studied. The researchers found that brand placement disclosure did not affect persuasive powers of adolescents except that it increased their brand memory. The scholars suggest that advertisers may not have to depend exclusively on brand placement when the target market comes to only adolescents.

Indian studies

(Mishra et.al. 2001) studied ‘Celebrity endorsers and adolescents: A study of gender influences’. A random sampling method was used where 200 adolescents were selected from 7 Indian cities. The effectiveness was analysed in three dimensions- attractiveness, trustworthiness and expertise. The researchers found that female celebrities have more influential power than male celebrities for both - male and female adolescents.

(Bishnoi & Sharma, 2009) studied “Impact of television advertising on rural and urban teenagers”. The researchers found that rural teenagers prefer advertisements more than their urban counterparts. The urban teenagers watch the advertisements of the products they believe are useful and good. Advertisements influence on male purchase behavior than female consumers.

(Singh & Sandhu, 2011) studied ‘Impact of television commercials on social and moral behavior of Indian viewers- Empirical evidence’. A convenience sampling method was used where 600 questionnaires were

circulated in the state of Punjab. The researcher found that television commercials undermine social, religious and moral values and have negative influence on human behavior. It stated that adolescent girls and young women compare their bodies with the media image and develop a negative body image. The study suggested that TV commercials are a potent social device; they must result, enact the part of public helper and informer, be accountable to the society and help people, instead of merely being a business tool for corporate houses.

(Khandai & Agarwal, 2012) analysed the 'Impact of television commercials upon the purchase behavior of urban Indian children'. A convenient sampling was used where questionnaires were administered in the four regions surrounding Delhi. The study pointed out that TV advertisements impact brand preference and final purchase decision in the kid market. This is mainly pertaining in health drink, fast food and sports shoes. The researchers suggest that 'tweenager' (kids aged 8-14) market has a high potential for marketers and advertisers. Parental influence on child has become minimal which suggests that today children have become individualistic and throw no more tantrums to get what they want.

(Singh, 2013) performed "A study of Advertising Communication with the reference to Uses and Gratification Theory". The researcher argues that consumers are active and seek various rewards from their encounters with advertisements. Elaborating on different ways of gratifications of advertisements, the researcher suggests that advertisements are well integrated into the mass media and indeed lives with its audience. The researcher explain each type of gratification in terms of marketing and non-marketing areas, of which some are information, awareness, creative at consumption, choice and liking, and many more.

(Kumar & Bansal, 2013) studied "Impact of television advertisements on buying pattern of adolescent – A study of Punjab". Using survey method, researchers have aimed to study the 244 adolescents in five districts of Punjab. The findings show that advertisements play an important role on consumer behavior and are the most effective way to reach the adolescent, and encourage them to buy the product. Familiarity of a product is built by advertisements and awareness of new products or services in the market. The study suggests that students watch television mostly on weekends, and advertisements are viewed mainly in these times.

(Rani & Khanna, 2014) studied the 'Impact of television commercials on purchasing behavior of masses'. A random sampling method was adopted where 250 questionnaires were circulated among rural and urban population. The findings revealed that teenagers, females, and adults (less than 50 years age) in urban areas are easily influenced by TV commercials than the rural counterparts. This influence affects their purchasing behaviour. The scholars suggested that since advertising can have positive and negative influence on its consumers, a little social concern by the marketer could lead to the betterment of society.

(Vasanthi, 2014) studied "Perception of Indian consumers towards Indian advertisements". The researcher analysed various areas that have positive and negative effects of advertisements among its audiences. The four categories in which the study was conducted were Soft Drinks, Cosmetics, Automobiles and Deodorants. Elaborating on adolescent effects, the study stated that advertisers are using children to promote the products or services that are not meant for children, but are adult products. This has become a cause of concern for parents today. Some advertisements try to convince children to purchase the advertised product by offering free gifts or toys, etc., which is considered to be unethical. The researcher also argues that adolescents are easily misled by advertisements. This is because adolescents lack the capabilities to make mature judgments, control impulses, weigh the consequences of their actions and resist coercive pressure.

(Hemamalini & Kurup, 2014) studied "The effectiveness of television advertisements in teenager's perspectives". The scholars found that the perspective of the teenagers regarding television advertisement is effective in their purchase appeals. The positive impact of television advertisement on customer attention directly influences their interest for purchasing or to the desire for purchasing. The three descriptive elements-Involvement, Celebrity and Message has a significant role in buying intention.

(Tiwari, 2015) analysed 'Effects of advertisements on children with special reference to confectionery products'. Convenience sampling was used where 200 questionnaires were circulated among the parents of 8-12 aged children. The scholar founded that children like chocolate advertisements more than any other confectionery. There are some children who insist their parents to buy chocolates only because they have liked the advertisement.

The study suggested that advertisers must not persuade the relative inexperience of children to market their product. Uses of cartoons, jingles and celebrity enhance the persuasive powers of advertisements that the marketers should restrict to.

(Barve et.al., 2015) analysed the “Effects of advertising on youth (Age group of 13 to 19 years of age). Stratified sampling method was used where the sample size was 100. The scholars found that there is a vast difference between the reactions of girls and boys to the effects of media. The negative effects of advertisements include lack of patience, social apathy, and low social image. The biggest positive effect of advertisements is the awareness among adolescents, like – need to vote, wearing seatbelts, repercussions of drunken driving etc. The study suggests that any effect of advertisements can be minimalised if the peers, parents and elders at home spend quality time with adolescent children.

(Nagarathinam, S., 2015) studied “The impact of cosmetic advertisements in television : A study among college girl student’s self-esteem and beauty. Purposive sampling method was adopted where 500 questionnaires were circulated in 5 colleges of Madurai. The researchers found that young girls are easily attracted to the advertisements. The appearance, skin colour, hairdo makes the women viewers desire to buy such cosmetic products. The study suggests that women feel confident when their beauty is enhanced by usage of such products.

CONCLUSION

This study has focused on psychological and behavioral effects of television advertisements on adolescents. Satisfactory scientific investigations have been carried out across the globe providing reasonable empirical support for the academia, advertising professionals and policy makers, who have long disputed over selective, active and persuasive audiences’ advertising consumption.

In the perceptions of many ways in which advertisements have affected adolescent minds (Richard & Adler, 1977) say adolescents are the most vulnerable to be influenced by advertisements. Describing the areas of influence, researchers have categorized marketing and non-marketing effects of advertising commercials. “Advertisements integrate into the lives of its audience” (Donohoe, 1994).

Taking advantage of visual and audio effects, by using special cameras and editing techniques, advertisers showcase themselves best on television. ‘Advertising is dominated by the television medium,’ (Ibid). Playing with the adolescent minds, advertisers have created a hyper-real environment where frequent viewing of advertisements have made adolescents to believe that ads always say truth, and show everything that is only real (Pine & Nash, 2006). To an extent that the victims write letters to Santa, on Christmas Eve, asking for advertised toys. Furthermore, parental denial to any such luxurious products create parent-child conflict, unhappiness among adolescents and enhanced materialism (Buijzen, 2003).

Alarmingly, adolescent girls and young females have developed the symptoms of bulimic and mental depression. Long-term exposure to thin images in advertisements has led to body dissatisfaction (Singh, 2013), thin-ideal internalization, negativity (Singh & Sandhu, 2011), and elastic body image (Myers & Biocca, 1992). “Advertisers can alter women’s perception of the shape of her body” (Ibid). Supporting this, advertisers have tricked adolescent females by including popular models, actors and celebrities to magnify thin-ideal body image as the sole confidence booster. “Celebrity endorsements enhance the persuasive powers of advertisements” (Stice et al., 2001), “Female celebrities have more influential power than male celebrities for both - male and female adolescents” (Mishra et al., 2001), and “Celebrity involvement has a significant role in buying intention” (Hemamalini & Kurup, 2014) finds a few studies. Thus, giving advertisers a scope to evolve and exploit the subversiveness and self-consciousness of adolescent girls.

Exploring the target audience, advertisers find kid market to be the easiest and the most profit-making segment. Effective purchase appeals (Ibid) have created unnecessary desire for commodities (Buijzen, 2003), and inspire the adolescent viewers to influence their parents to buy the advertised products (Richard & Adler, 1977). “The ‘tweenager’ (kids aged 8-14) market has a high potential for marketers and advertisers” (Khandai et al., 2012). The unscrupulous measures taken in these commercials have made parents, guardians, teachers and elders in the family to worry about aspects such as increased materialism, obesity, attitudinal change and violent behavior

among their kids (Abideen & Salaria, 2009). “Advertisements create unrealistic expectations among children” (Buijzen, 2003).

Elaborating on this, studies have found that advertisers have ostensibly shown food commercials with limited understanding on any form of antecedents or consequences. Food marketing has become massive with inclusions such as poor nutrition and calorie-dense fast food (Harris et al., 2009). “Advertisements promote unhealthy, low nutritional and high in sugar, fat and salt (SFS) food consumption” (Abidden & Salaria, 2009). Beyond this, today, advertisements have taken a step forward in promoting alcohol and smoke. A study on German school children showed non-smokers were susceptible to smoking due to advertising. The non-smoker’s ad recognition rate was high leading to intentions for smoke (Hanewinkle et al., 2010). Moreover, factors like exposure to alcohol advertisements, promotions in a variety of ways, ownership of branded merchandise, recall and receptivity have led to initiation of drinking alcohol among non-drinkers and increased drinking among existing drinkers (Andersen et al., 2009).

It is evident that adolescents seek gratification from advertisements they view. Providing certain levels of satisfaction, advertisements have proved their potential in transforming its target market psychologically and emotionally. Studies say that advertising seems at least as fruitful an area for application of Uses and Gratifications Theory (UGT) as any other element of mass media (Donohoe, 1994). “It is an effects-driven theory that helps to understand why individuals are drawn to certain advertisements” (Hustead, 2012). It is also interesting to observe that a mentally active adolescent seeks pleasure from children-centric advertisements, though it is temporary. Ironically, that momentary pleasure goes unanalyzed by some elders who pledge to fulfill the demands of their wards. Considering the changing minds, whims and fancies of adolescents, an exercised vigilance may go a long way in curbing negative effects of advertisements.

Finally, interpreting the ethical aspects of advertisements, studies point out that adolescent age is incapable of making mature judgments, control impulses, weigh consequences of their actions and resist coercive pressure (Tiwari, 2015). And, advertisers exploit this weakness. Unethical practices are shown in advertisements such as using children to promote the products or services that are not meant for them, but are adult products. Some advertisements try to convince children to purchase the advertised product by offering free gifts or toys. Thus, studies suggest tightened rules and regulations on child-directed advertising (Buijzen, 2003), measures in terms of legal, legislative, regulatory, and industry-based approach (Harris et al., 2009), children-friendly disclaimers (Richard & Adler, 1997), parental intervention (Robertson & Rossiter, 1974), distinguishing reality from imagination (Abideen & Salaria, 2009), and restrictions on prolonged viewing of television (Buijzen, 2003) should be executed.

To conclude, meta-analysis helps in analyzing relevant scientific studies, by reducing the complexity in understanding the findings. It helps in performing a rigorous literature review by singularly scrutinizing the strengths, weaknesses, threats and opportunities of each study. Suggestions for future studies include:

- 1) Indian studies on advertising effects and adolescence have focused majorly on purchase influence and materialism. In my opinion, analyzing various social, emotional and behavioural effects experienced by Indian adolescents can broaden the area of research.
- 2) Researchers are yet to explore the policy changes, or even suggest legal measures to restrict unethical practices taking place in television advertising. A very few studies have talked about probable suggestions that can be executed by concerned bodies.
- 3) The studies have explored the theory of Uses and Gratifications (UGT) in advertising, leaving future researchers with an idea to explore different theoretical frameworks suitable for advertising effects study.

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Green Marketing Initiatives in Private Sector Industry: A Comparative Study of FMCG companies on Corporate Challenges and Opportunities

Rahul Babu Kodali

Abstract:

The concept green marketing is evolving slowly and steadily in India. Many companies large or small both on public and private sector adopting concept into their manufacturing and marketing strategies. Now, what is green marketing? It is defined as 'Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet' [1]. Green marketing is not only environmental friendly, it also supports sustainable development in India. The current research aims at examining the role of corporate communication in creating awareness among public on green marketing initiatives private sector companies.

Keywords: Green marketing; communication strategies; creating awareness; consumers

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Introduction

The concept green marketing is evolving slowly and steadily in India. Many companies large or small both on public and private sector adopting concept into their manufacturing and marketing strategies. Now, what is green marketing? It is defined as 'Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet' [1]. Green marketing is not only environmental friendly, it also supports sustainable development in India.

Green marketing is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business practices as they recognize that in doing so they can make their products more attractive to consumers and also reduce expenses, including packaging, transportation, energy/water usage, etc. Businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers.

With India making rapid progress in the field of industrialization, concerns have also been made by various sections of environmentalists regarding the repercussions on the environment. The companies themselves are now more aware about the ways in which their factories often affect the ecosystem and have taken a greener path to success.

Companies both national and international have taken up green initiatives and have adopted them as part of their product production, marketing and even green HR management. Some of the major international companies like HP, Samsung, Haier, and Indian companies like TAT's, ONGC and ITC. These companies value the green initiatives taken by the government and contribute towards environmental protection.

LG which has been a pioneer in electronic goods manufacturing, has launched LED based monitors which consume much less energy and do effect the environment. HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals. Eco branding is a part of Haier's new green initiative and they have launched the Eco Life

Series. TCS has a globally recognized Sustainability practice and this has mainly happened due their initiative of creating technology for agricultural and community benefits. ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums. This initiative serve as a perfect replacement for the traditional methods of pollution control that emit so much smoke and uses up excess oxygen.

Review of related studies

Sachin and Preeti (2011), in their study on 'Green Consumption An Empirical Study of Consumers Attitudes and Perception regarding Eco-Friendly FMCG Products, with special reference to Delhi and NCR Region' state that 'Though consumers are willing to purchase green products, many business organizations still in behind the need of the eco-friendly society'. They further emphasise that the concept of green marketing should be built in the product strategy and the companies should develop products addressing the issue and ensure that products meet quality expectations of the consumers [2].

Kishore and Anand (2012) in the study on An Investigation of Green Practices of Selected FMCG Companies in India suggests that the FMCG companies should incorporate green practice in the product development. The findings of the study have specific suggestions like • Reducing water usage; Saving paper; Reducing carbon emissions; Using alternate energy sources for manufacturing; Saving trees; Elimination of plastic usage in packaging [3].

Anirban (2012) in the study Green Marketing and Sustainable Development- Challenges and Opportunities emphasises that 'Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion' [4].

Jaya Tiwari (2012) in the study on Green marketing in India: An Overview- makes a strong suggestion relating global warming and the need for green marketing. Jaya states that 'With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy efficient lamps and other electrical goods' [5].

Ravindra and Pradeep (2008) in their study Consumer attitude towards green marketing: an exploratory study suggests that consumers have a strong positive attitude towards Green Marketing; consumers are more aware of environmental issues; and "Companies which can establish themselves with green image will have distinctive advantage in the market place [6].

Nagaraju and Thejaswini (2016) in the study on FMCG companies tilted 'A Study on Consumer Attitude towards Eco-Friendly FMCG Products With Reference To Hubli City in Karnataka' found that 'Majority of the consumers are aware of the Eco-friendly FMCG products and are having a positive attitude towards Eco-friendly FMCG products; and buy eco-friendly products for health purpose [7].

The current research paper aims at examining the role of corporate communication in creating awareness among public on green marketing initiatives private sector companies.

Objectives:

- To examine the communication strategies adopted by corporate communication in projecting the green marketing initiatives in private sector companies
- To study the role of corporate communication in creating awareness among consumers on green marketing.

Methodology

Keeping the objectives in view, four FMCG companies, two Indian brands and two international brands were selected for the study.

The FMCG companies selected were:

- **Asian Paints** – International brand
- **Hindustan Unilever Limited (HUL)** – Former Unilever an international brand
- **ITC** – An Indian conglomerate
- **Himalaya** – An Indian multi-product brand

The companies selected are manufacturers of FMCG products. Data on green marketing initiatives was collected from the green initiative and CSR reports uploaded on the company's websites. A comparison was done on the green initiatives of each of the selected companies. The communication strategies employed and the role of corporate communication in creating awareness among public about the green marketing initiatives are the hall mark of the research paper.

Research findings

Asian Paints

Asian Paints Limited is an Indian multinational paint company manufacturing, selling and distribution of paints, coatings, products related to home decor, bath fittings and providing of related services. Asian Paints started in 1942 is a Mumbai based company with its branches all over India [8].

The companies stated objective is to go truly green and have been steadfast in manufacturing 'Green Products' which are environment friendly. The company states that "Amidst the ever-changing landscape, one thing that has remained constant, is the steadfast commitment to being truly Green. We have been making rapid strides here, and as a leader in the paint industry would like to offer Best-In-Class, truly Green products." [9] Asian Paints has developed this green policy and built into its manufacturing of products. The company now provides 'Lead & Heavy Metal Free Guarantee' in all its products. The company aims at providing with Green Assure - Our promise of a Beautiful Home that conforms to true Green standards. Asian Paints has developed its green initiative based on a commitment – 'Green Assure from Asian Paints is more than just low VOC' (Volatile Organic Compound).

Most of its products are certified under the leadership standard for paints, the Green Seal™ GS-11 Standard. These products certified are formulated without carcinogens, heavy metals and comply with VOC limits specified in the GS-11 Standard. GS-11 certified paints also use minimized/recycled packaging and are tested for performance. These products are far more comprehensive and complete when it comes 'what is truly Green and what is not'. Green Seal is a non-profit organization whose leadership sustainability standard for paints, GS-11, has been used by companies around the world. Asian Paints besides adhering to green standards has also developed 'Corporate Citizenship' [10]. Under its Corporate Social Responsibility programme.

CSR focus areas and initiatives

- Skills Development
- Healthcare/Hygiene and
- Water Management
- Education

The areas of CSR focus do indirectly support the green initiatives of the company in the form of

educating the community about environmental benefits. One specific programme is on **‘Water Management’**. Asian Paints has developed a programme on **‘Water Conservation’** in the dry land areas by adopting villages and providing the community the necessary knowledge and skill in water conservation. The idea being water conservation in dry land areas contributes immensely in the pursuit of water management.

In the Indian context, the problem of water scarcity is further complicated by population growth, urbanization and industrialization. Livelihoods, food security and local socio-economic development are linked to the availability of adequate amounts of clean water. It is the responsibility of the company to provide training to judiciously use and help conserve this precious resource ‘Water’. The company’s efforts include providing support and infrastructure at each stage of water conservation, water preservation, water re-charge and waste water treatment. Good water resource management also helps the company to self-support in its own dependency on water for the manufacturing of the products.

Asian Paints key interventions include:

- Awareness on water conservation in schools and nearby villages
- Installation of roof top rainwater harvesting and recharge systems in village communities and schools
- Promoting integrated watershed development in areas around manufacturing locations
- Water recharge through de-silting of lakes.

Hindustan Unilever Limited (HUL)

Hindustan Unilever Limited (HUL) former subsidiary of Unilever, a Dutch-British company, is an Indian FMCG company based in Mumbai. HUL’s products include foods, beverages, cleaning agents, personal care products and water purifiers among its various brands. HUL was established in 1933 as Lever Brothers and, in 1956, became known as Hindustan Lever Limited, as a result of a merger among Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd [11].

As a multi-brand company it has a range of FMCG products under one stable. The products range is very varied, food products from salt, spices to tea and soups; home care products from detergents to dish wash; personal care products include beauty solutions to toothpastes and a water purifier as well [12].

Being a multi-brand company with a number of products services for consumers, HUL demonstrates its concern for green initiatives under different programmes. The green marketing concept makes it socially responsible and the green initiatives are stated in vision statement. The vision stated is to ‘grow business whilst reducing the environmental impact of operations and increase positive social impact’. HUL has embraced the Unilever Sustainable Living Plan (USLP), which forms the blueprint for sustainable growth.

The green initiatives are stated in the form of three goals.

Improving health and well-being, Reducing environmental impact, Enhancing livelihoods

The company promotes the idea of **‘WASH’** under its community health and hygiene programme as ‘water, sanitation, and hygiene’. The company promotes personal care brands linking hand washing programme; improved sanitation and providing safe drinking water. The programmes advertised to spearhead behaviour change programmes across India. The company has specific programmes like ‘Swachh Aadat, Swachh Bharat’; ‘Global Hand washing Day’; Swachh Dooth; etc.

The company has policy of reducing water use in manufacturing and India Sustainability Initiatives: Greenhouse Gases. Besides, there are environment friendly programmes like ‘Reduce

packaging', 'Recycle packaging', 'Reuse packaging' and 'Reduce office waste' [13].

Indian Tobacco Company (ITC) Limited

ITC Limited or ITC is an Indian conglomerate with its headquarters in Kolkata, West Bengal.

Its diversified business includes five segments:

- Fast-Moving Consumer Goods (FMCG),
- Hotels,
- Paperboards & Packaging, and
- Agri Business &
- Information Technology.

ITC was started in 1910 and being a multi-brand company has varied and number of products under the FMCG production and manufacturing services. The company's FMCG product ranges consists of food items like aata, oil and noodles; personal care products like soaps, hair care to perfumes; and safety matches. It also includes stationary brands [14].

- Renewable Energy
- ITC: A Better Tomorrow for All
- Water conservation (water management)
- Waste recycling
- Energy conservation and renewable energy
- Greenhouse gases and carbon sequestration
- Afforestation
- Watershed development for soil moisture conservation
- Solid waste recycling = wellbeing without waste (WOW)

The green initiatives:

ITC commitment to the environment is manifest in its constant endeavour to enlarge its positive carbon footprint. This is achieved not only through enhanced energy conservation, but also through use of renewable energy sources and expanding carbon sequestration through its large scale Social and Farm Forestry Programmes.

Inspired by the opportunity to serve larger national priorities, ITC articulated in its vision nearly to make societal value creation the bedrock of its business strategy. The focus was on innovative strategies that would enable ITC to make a growing contribution to building economic, environmental and social capital for the nation.

With water scarcity increasingly becoming an area of serious concern, ITC continues to focus on integrated water management including water conservation and harvesting initiatives at its units - while also working towards meeting the water security needs of all stakeholders at the local watershed level.

ITC has made significant progress in reducing specific waste generation through constant monitoring and improvement of efficiencies in material utilisation and also in achieving almost total recycling of waste generated in operations.

As a responsible corporate citizen, ITC has made a commitment to reduce dependence on energy from fossil fuels. Substantial progress has been made in enhancing the renewable energy portfolio. The greenhouse gas (GHG) inventory of ITC compiled as per the ISO 14064 standard, has been assured at the highest 'Reasonable Level' by an independent third party assurance provider, a significant achievement considering the scale and spread of the Company's operations.

A key plank in ITC's natural resource management strategy and a pioneering venture in wasteland development, ITC's Afforestation Programme brings multiple social and environmental benefits. It enables farmers who own wastelands and lands with low levels of productivity to grow commercially viable pulpwood plantations, thereby turning an unproductive asset into a profitable one. The company recently introduced agro-forestry model, which combines tree growing with field crop production, ensures both food and wood security as well as helps in the conservation of precious natural resources.

Recognising the vital role played by water and irrigation in the rural economy, ITC's Soil & Moisture Conservation Programme supports watershed development projects in water-stressed areas, developing precious water resources for agriculture, rural communities and livestock. The focus is on building, reviving and maintaining water harvesting structures as well as implementing other measures which help to reverse land degradation, provide critical irrigation and increase agricultural productivity. Adopting a participatory approach, ITC works with NGOs to mobilise local communities to form water user groups.

ITC's Well-being Out of Waste (WOW) programme is a flagship initiative that seeks to address the crucial issue of post-consumer waste management in line with the Government's 'Swachh Bharat' programme, ensuring the proper segregation and recycling of waste in a manner that protects and restores the environment, ensures the cleanliness and hygiene of neighbourhoods and in the process creates sustainable livelihoods for a whole host of participants in the waste management process [15].

Himalaya Health Care

The Himalaya Drug Company is a company established in 1930 and is based in Bangalore, India. It produces health care products under the name Himalaya Herbal Healthcare whose products include ayurvedic ingredients. It is spread across locations in India, the United States, the Middle East, Asia and Europe [16].

The company manufactures a number of health care products under its FMCG brands. Himalaya Health Care specialises in herbal care and has a number of products related to health care. The product range consists of face-care, body-care, hand and foot care, baby care, health care, oral care and house care [17].

Though the company is extensively engaged in health care, under its CSR policy it has adopted a number of green initiatives and support green marketing. The company works with rural communities in association with NOG's to promote its green initiatives with the overall objective of supporting sustainable development [18].

The green initiatives of the company are [19]:

- Good earth farming
- A greener planet
- Journey to good health together
- Care for the environment (Harvesting a good rain)
- Care for community (Project Abhiyaan, Giving prison inmates a second chance)
- No waste in our backyard
- Trees for Life
- Partnership with Vitamin Angels

As a part of good earth farming the farmers are encouraged to use organic farming techniques for cultivating herbs, protect farm land from pests by natural, organic fertilizers like Neem oil and develop

farmyard manures using vermicomposting to keep the soil rich in nutrients.

A greener planet programme envisages planting of trees to improve earth's green cover. Himalaya has partnered Society for Environment and Biodiversity Conservation (SEBC) to plant trees in the biodiversity-rich Western Ghats region of India.

A specific programme in 'Journey to good health together' Himalaya has partnered Aarohi, a non-profit organization, working in the remote, rural areas of Uttarakhand in North India, to promote community health. The partnership aims at improving maternal and child health in local villages.

Care for the environment is a programme aimed at harvesting rain water to recharge ground water levels. Since the year 2000, Himalaya has been harvesting Rainwater at Bengaluru campus to conserve water. A well-designed network of eight water wells and 59 recharge pits ensures that rainwater is collected effectively.

As a policy to conserve and recycle waste, Himalaya has developed a special in-house programme – 'No waste in our backyard'. In the past one decade the company has very well developed waste management system in which all types waste produced are segregated and handled carefully. The company has achieved a 90 percent efficiency in waste management at its Bangalore campus. Besides, Himalaya has succeeded 100 percent in management of liquid waste and scientific disposal of hazardous waste.

Discussion and Conclusion

The study clearly indicates that the FMCG companies studied have incorporated green marketing initiatives in its manufacturing of products and also have partnered with the outside community in extending green initiatives for a more greener and environmental friendly earth. Most of the green practices of the companies are part of corporate social responsibility (CSR) activities. Green initiatives being part of CSR, the corporate communication strategies are oriented towards educating the both the internal and external publics about the green policy, steps taken, and specific programmes developed and implemented. Tremendous efforts are being made by the companies towards sustainable development.

The companies have worked towards creating awareness among the members of the community on various aspects of sustainable development like Water Management, 'water, sanitation, and hygiene', Renewable Energy, Water conservation (water management), Waste recycling, Energy conservation and renewable energy, Greenhouse gases and carbon sequestration, Afforestation, Watershed development for soil moisture conservation and Solid waste recycling. These corporates have successfully instilled the idea of good earth farming, a greener planet, care for the environment, no waste in backyard and trees for Life. Not only the community is informed and educated in sustainable development and green initiatives, the companies has partnered with the local communities in implementing the green initiatives.

Irrespective of product being manufactured, the companies have incorporated the green initiatives in their production line as well. The idea of promoting the green product which environment friendly has been made a part of the company's vision document. A specific example that can be cited here is the commitment of Asian Paints completely withdraw the lead content in its products to promote a safe environment to its consumers in particular and the community by and large. On the other hand Hindustan Lever (HUL) has joined hands in promoting programmes like 'Swachh Aadat, Swachh Bharat'. Indian Tobacco Company (ITC) has made efforts in reducing carbon foot print by expanding carbon sequestration through its large scale Social and Farm Forestry Programmes. Himalaya Health Care strongly believes in a greener planet programme which envisages planting of trees to improve earth's green cover.

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